

VARIETY

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88 PAGES

STAGE-STRUCK KIDS POUR IN

Do Legits' Free Dress Rehearsals Hurt Show Biz? Managers Puzzled

Showmen are in a quandary over the economics of the growing practice of dress rehearsals of Broadway productions before non-paying audiences. Some managers claim pre-viewing is false economy because of the inroads upon potential paying playgoers.

Recently, during a single week, about 45,000 persons witnessed cuff performances, and of that number it is figured 50% would probably have purchased tickets for regular performances. Week in question was that prior to the opening of "The Great Waltz" at the Center, the "Smaller" of the two Radio City theatres. There were 11,900 free ducats for the "Waltz" alone.

While managers realize that pre-viewing do affect a show's possible draw, they have not been able to figure remedial procedure. It is contended that most productions require audience reaction for last minute changes and that cold premieres would ruin the average presentation. Argued, therefore, that pre-viewing is the least of two evils.

That it is necessary to play some attractions before audiences prior (Continued on page 33)

Ethel Levey's Bar

Ethel Levey, former musical comedy star and the first Mrs. George M. Cohan, now owns and presides over the new Little Bar on East 66th street, New York.

It's opposite the Coq Rouge, another already established socialist hangout, and like the Coq, Miss Levey's new Little Bar is getting a social play.

Show Business

Toledo, Oct. 1.

Undertaker at Lorain, O., near here, charged \$1 admission to view the body of Charles Mackley, convicted Dillinger mobster, slain in an attempted break from Ohio pen a week ago.

And no comps for reporters.

BIZ PICKS UP

The New York nitery boys say good times must be back.

A flock of openings during the past two weeks and all doing well with name bands, fancy scales, \$12 champagne, etc.

The hotels particularly are going bullish on bands, floor shows, etc., and getting plenty of trade.

New High

Hollywood has taken the play away from vaudeville in creating new superlatives, but the vaude boys still come through now and then.

Last week, in describing one of his acts to a booker, Irving Yates said: "It's not only colossal—it's terrifying!"

'SALUTA'S' 60¢ IN RED CURES LIPPER, JR.

A \$40,000 whiff in his first time at bat has cured Arthur Lipper, Jr., stock broker, of his theatrical producing ambitions. His "Saluta" folded Saturday (29) after five weeks at the Imperial, New York, and by yesterday (Monday) Lipper was back in the brokerage house in which he is associated with his father.

Lipper started his legit angeling last season, buying a modest piece of "The Milky Way," which turned out to be a moderate hit. Encouraged by this success, Lipper figured the show his looked good and decided to branch out on his own. He spelled his name, backwards and (Continued on page 37)

HOPE HIGH, BUT CHANCES SLIGHT

Thousands in Constant Stream to New York Stage Schools — Everything from Scene-Building to Buck Dancing

1,000-TO-1 SHOT

New York City is receiving its annual influx of students, who pour in from the far corners of the nation to study show business and showmanship in all the varied aspects of both, ranging from the practical to the high-brow. There are thousands of students and scores of classes. It's a 1,000 to 1 shot for all of them.

New York has always been a center for this but the colleges and universities have not heretofore devoted as much time and hired as many professors to spread the technique of acting, writing, scene-building, dancing and what-have-you. Which becomes (Continued on page 35)

SILENCE SALVO FROM SCRIBES FOR CANTOR?

Reported conspiracy among the radio eds on the New York duffies to resume their feud with Eddie Cantor when he returns to Chase and Sanborn spot this Sunday (7) has both Standard Brands and J. Walter Thompson agency worried. (Continued on page 32)

Asbury Pk. Mopping Up with Morro Castle Hulk; Everybody Is Off Nut

Preparedness

Many actors on Broadway now carry their music with them wherever they go. They say you never can tell when a call will come from a columnist playing a theatre.

Asbury Park, Oct. 1.

Although more than three weeks have elapsed since the Morro Castle disaster, Asbury Park continues to enjoy a wave of prosperity almost unprecedented in the history of the resort. And the central attraction—the charred hull of the ill-fated vessel which stands as grim testimony of the holocaust—did not cost the town a cent.

Ordinarily "washed up" for the season after Labor Day, Asbury Park for the past three weeks has been doing greater business than it ever boasted during a mid-summer peak. Hotelmen, restaurateurs, merchants and bankers all admit that the Morro Castle calamity and the curiosity of persons to see the ship at first-hand has saved many of them. For the past summer was admittedly anything but an impressive one, financially, for shore merchants and hotels, with more than one reported ready to give up.

As an illustration of the amount of business Asbury Park has been enjoying since the Morro Castle was washed ashore, one restaurant owner off the boardwalk was faced with the alternative of meeting a note for \$350, or yielding his business. That was two days before the ship fire. Two days after the disaster he was prepared to meet his (Continued on page 43)

LYRIC ON 42D ST. MOVES DOOR TO 43D

Turning its back on 42d street, the Lyric, one of the best of the old-line legit theatres, will establish its entrance on 43d street. That indicates to what caste the former big show street of New York has fallen.

Only remaining legit house to front on the famous thoroughfare will be the New Amsterdam. All the others are committed to grind films and burlesque, with the balance of the block tenanted with all sorts of Coney Island come-ons.

Lyric has an ornate exterior wall on the 43d street side which will be rehabilitated. During the time when it was the desire of every manager to book shows on 42d street, property affording an entrance to the Lyric was purchased, allowing a long, narrow lobby. That space is now regarded as waste, so far as the theatre is concerned.

Fat Lady Loses 200 Lbs.

Kansas City, Oct. 1.

Ruth Pontico, fat lady of the Ringling Brothers—Barnum and Bailey Circus, who was left at Springfield, Mo., August 15, when a epidemic of typhoid fever developed among the employees of the show, is still in the hospital and has lost nearly 200 pounds, according to reports from the institution.

She had just recovered from her illness when a badly abscessed tooth necessitated an operation and the doctors have ordered another diet for their patient and will not permit her to join the show for some time.

Friars to Toss Dinner

At Farley; No Ribbing?

Friars Club is going to play host to Postmaster General James A. Farley by tossing him a dinner at the Astor hotel, N. Y., Sunday night, Nov. 4.

George Jessel will be m.c. ribbing, if any, will be modified.

AFA'S 'CLOSED SHOP' FOR ROSE'S MUSIC HALL; DELEGATE BEATEN AT STAGE DOOR

An agreement that practically makes the Billy Rose Music Hall on Broadway a closed shop for the American Federation of Actors was signed Friday (28) by the cabaret-music hall's operating head Terrell Stern. This followed a reported heated meeting of American Federation of Labor officials, called as a result of an assault upon a member of the nitery's "Small Time Cav-

alcade" troupe at the Music Hall's stage door last Wednesday night (25).

The actor-victim of three unknown assailants was Louis Pope, whose specialty in the show is playing the spoon. After his beating Pope was taken to Polyclinic hospital, where it was found he had a broken jaw, a fractured nose and four broken ribs. It was also feared

that his chest was crushed and his skull fractured, but X-rays disabused this fear.

Pope was the A.F.A.'s backstage delegate at the Music Hall, appointed by the new actors' union to organize the show there for A.F.A. membership under the organization's A.F.L. grant covering the nit club field, along with vaudeville and (Continued on page 37)

FOG OVER QUALITY GROUP

Rate-Chiselers Warned

Washington, Oct. 1.

Confronted with new attempts to chisel on code provisions, broadcast code authority last week notified all stations and networks that EIA pact will not permit advertising contracts under which sponsors reserve rights to cancel program without being subject to the short rate.

Action followed reports that number of agencies have been attempting to write such clauses into contracts for long terms in the hope that discounts can be obtained on a pro-rata basis if the full period is not used. Official interpretation stipulates that such reservations are illegal and cannot be construed as a modification of the rate card.

After quoting code provisions relating to publication of rate schedules and methods of modifying charges, code said: "The code authority, therefore, rules that the inclusion of any such condition in a contract, if it is inconsistent with the stations' or networks' rate cards, is in violation of the code."

Dailies Sizzle as Politicians Pour Campaign Coin into Transmitters

Chicago, Oct. 1.

Despite the repeated attempts to bring a friendly relationship between the newspapers and radio it appears that another wide break is ready to occur, caused by the stations again getting revenue from channels which never meant coin to newspapers. Dailies have been generally burned over the money returns that radio has gotten from handball while the newspapers have never made a cent out of the national pastime despite the fact that the dailies did most to make the game a winner.

Handball is still a sore spot among the newspapers and the outcome is not yet decided. But besides handball there now arises the question of coin from political campaigns. Newspapers never made any money to speak of from political advertisements. What revenue they got was a drop in the bucket compared to the columns of free publicity they gave to the candidates, either pro or con. But in a few short years the radio stations have stepped into this field and have today reached a position of top importance in political campaigns. What makes the papers hot is that there has been a sharp curtailment in the amount of political ads in the newspapers while the politicians are all climbing on the microphone as much as possible.

Rival Influences

Papers don't mind the loss of revenue so much as the inferred attitude on the part of the candidates that the radio is a stronger holder of public opinion than the news print.

This is such a touchy point that many stations owned or operated by newspapers will not sell any of their time for political broadcasts, although they will deliver their time free of charge to pick up conventions and other gatherings of sufficient news interest.

KICK VICTORIOUS

Gets Unlimited Time, New Bits, Despite Protests

Davenport, Ia., Oct. 1.

Federal communications commission has granted the application to remove station KICK from Carter Lake, Ia., to Davenport with permission to operate on 1,375 kilocycles and 100 watts unlimited time, getting the old call letters WOC. Station here is owned and operated by the Palmer School of Chiropractic and will be ready to go on the air by Oct. 15.

With this assignment and allocation P.C.C. clears a controversial suit in which several stations were interested because of certification that the new station was not needed and would interfere with other Iowa and Illinois facilities. WOC call letters were originally used by the school and the Palmer School of Chiropractic was a pioneer in radio but with the merger of WOC, WTL and removal of Dr. Palmer's broadcast studio, while available was never used.

WLW MAY WALK OUT OF SETUP

Three Commercials Set, but Loss of \$500,000 from NBC Annually May Prompt WLW to Forget Independence Dream

UNCERTAINTIES

Indications last week were that WLW, Cincinnati, and NBC will patch up their differences and get together on a long term contract. If it goes through on the basis stipulated by NBC, will result in the withdrawal of WLW as part of the Quality Group Network (WJN, WOR, WLW, WKYC). NBC has insisted, since it recently called for a showdown with the Cincy super-station, that the station engage in no other network affiliation.

Leading broadcasters have, despite the frequent upshot of testing relations between the web and Power Crowley, Jr., doubted the possibility of a schism. With WLW collecting 55% of its local rate from network customers, Crowley, they have held, would be hardly inclined to give the go-by to better than \$500,000 a year of NBC money.

With WLW out the Quality Group will resume the quiescent state that it has occupied since NBC three years ago, following a heading deal with Col. Frank Kent of the Chicago Daily News, eliminated WMAQ from a similar three-way set-up. Quality proposition as recently received would have WOR, Newark, and WGN, Chicago, in the other two corners, and WXYZ, Detroit, an optional fourth link.

Starts This Week

Possibility of WLW picking up its marbles and calling it no game over just as the Quality Group hook-up is being launched. This week two commercials begin 15-week contracts on the hook-up. Wassy Products places Jacob Tushish for Sunday half hours at 11:30 a.m. to plug Primrose Cosmetics and Dr. Edwards Olive tablets over WOR, WLW, Horlick's places Lam and Abner with WLW's added for Monday to Friday airing at 8:30 p.m. Business Bureau is contracted for the four stations starting Oct. 10.

Quality Group is not bound together by contract. A written memorandum of conditions is believed to be all that exists. Complete independence of stations on traffic and policies was a part of the deal. Notable is the fact that no effort was made to adjust the various stations rate clock changes to conform to a universal schedule. Discounts and local contract stipulations all are unchanged and advertisers going on the three or four-

Educational Groups Marshall at Washington for Radio Onslaught

New Kind of Ghosting

Longwood, Pa., Oct. 1. When members of the ministerial association, scheduled to conduct morning devotions over WLW, fell to show up, CHS (they of the announcing staff goes to bat for them.

While not entirely ministerial in all his activities the speaker does keep a book of sermons on hand at all times and so is always prepared when the emergency arises.

He preaches as well that when he delivered his last sermon (27) the president of the association called on him and asked if he wouldn't handle the devotions once each week in the Association's name.

SARNOFF TALKS WITH NBC V.P.'S

David Sarnoff established himself as the chief pilot of NBC, in fact as well in name, when last Thursday (27) he brought together the web's officers for a chin-fest. In attendance were W. H. Ayresworth and practically all the v.p.'s.

Discussion on policies and readjustment of duties came within a week of Sarnoff's election as chairman of the NBC board.

STORER WEB OFFICE FOR CHICAGO SOON

Soon after it has established a New York to Chicago hookup the American Broadcasting System will establish branch offices in both the later city and Washington.

Chicago office will function mainly for sales purposes, while the Washington rep will look after special events broadcasts.

Web sign three or four separate contracts as the case may be. Hence WLW is free to withdraw at will.

Quality Group did not contemplate central sales offices but relied instead upon each station's own sales force. Whether business leads would be passed from one area to another is not reported but the signing of advertisers for the Quality Group seemingly depended on the spontaneous desire of advertisers to buy for approximately \$1.75 a radio coverage (half an hour) of the dense eastern market supposedly comparable to the \$3,000 or thereabouts (evening) for the basic groups of the national networks.

PERFORMER SURVEY

NRA Long-Delayed Quiz In Mail This Month

Washington, Oct. 1.

Long-awaited survey of employment conditions of radio performers and entertainers is about due. Form of questionnaire to be distributed throughout the industry by the code authority was approved last week by the National Recovery Administration and blank will go into the mail as soon as okayed by the codists at a meeting the middle of this month.

Station Men in N. Y.

Quite a number of the NAB conventioners jumped into New York from Cincinnati for a business hook-around before returning to their home bases.

Among the station men in town last week were Jeff Webb, WJZ, Detroit; Stanley Hubbard, KSTP, Minneapolis-St. Paul; Richard Lewis, KTAH, Phoenix; Sidney Fox, KDYL, Salt Lake City; Eric Anthony Jr., KFI, Los Angeles, and Lee Armer, president of the Southwest Network.

Bowen in Politics

Major share of the election coin for New York City outlets is expected to come from the contestants for the municipal controllership. Joseph D. McGoldrick, incumbent and Republican candidate, has his site there already set. His campaign managers figure on using three 15-minute periods a week each on WEAP, WABC and WOR for four weeks.

First other salvo in McGoldrick's behalf is set for next Monday (5). Scott Howe Bowen is handling the radio end of McGoldrick's campaign in association with Joe Israels.

COLUMBIA FACES \$7,000,000 PROFIT FOR 1934; PONDER'S STATION BUYS

Mounting Profits Present Problem of Heavy Sur-taxes—Various Policies Being Weighed by Board of Directors to Solve Situation

CBS may go in for a campaign of station buying as a way out of the network's excess profit dilemma. Question of what the web could do with the surplus earnings accumulated during the current year came in for major attention during a meeting of the CBS board of directors last Wednesday (28).

Estimated that the network will from all sources garner better than

\$7,000,000 in 1934. Problem confronting the major stockholders is how a goodly share of this can be invested and at the same time take care of the surplus angle.

One proposition that has been submitted for consideration involves around the idea of Columbia's embarking on an extensive campaign of station buying. Unlike NBC Columbia has made it a policy of net-

acquiring complete ownership of a station but rather of establishing itself as the controlling stockholder of a project in which local residents or business interests are partners. Exceptions to this arrangement are WABC, New York, and WBBM, Chicago.

Like other large corporations whose profits become a problem due to income tax taking big slices in ratio to size of profits CBS prefers to reinvest funds in plant expansion. CBS is also expert to increase various departmental budgets and embark upon a promotional advertising campaign. Pay tills for employees may also be in the offing.

Washington, Oct. 1. Religious and educational leaders opened their fight for more radio facilities today (Monday) before the Federal Communications Commission and obviously trying placate commercial operators.

Affirming belief in the American broadcasting system, a spokesman for educational groups confined appeals principally to discussion of advantages which would result from establishment of a chain of non-profit stations but without criticizing commercial stations. Strongest case presented was by Dr. Harry L. Eubank, University of Wisconsin, who said, non-commercial radio stations are essential if the rights of the public are to be safeguarded. Repeating the weaknesses in present action in educational fields, Eubank admitted that commercial stations excel in popular entertainment and said educators will not seek duplication there, but charged the present system is wasteful because of simultaneous broadcasting of one program by networks over large groups outlets.

Speaking for the National Committee on Education by Radio, by J. E. Morgan, president National Education Association, said in deciding on public interest and convenience the commission should give thorough consideration to educational activities of commercial licensees. He urged that existing stations be protected and that a long term exploitation plan be evolved for future expansion.

Decline in educational stations was stressed by Joseph W. Wright, director, speaking for National Association Educational Broadcasters. Wright reported the proportion of license held by universities and colleges dropped from 10.5% in 1922 to 0.5% in 1934. "The greatest future advancement in education can come only when those responsible for schools have at their disposal radio facilities," Wright said, admitting there were places in the system for commercial stations but asserting educators are entitled to air opportunities.

While granting the commercial stations' attempt to aid educational (Continued on page 68)

PACIFIC N. W. NETWORK IS FORMING

Portland, Ore., Oct. 1.

Plans are nearly complete for the establishment of a new regional network in the Pacific northwest. It is understood that this hookup, to be known as the Pacific Northwest Network, will begin operation with the following stations as its basic group: KML, Portland; KGO, Tacoma; KPCB, Seattle; KXRO, Aberdeen; KVOE, Bellingham. Supplementary stations are also planned for Salem and Eugene, Oregon; Yakima, Olympia, Walla Walla, Everett, Spokane and Wenatchee, Washington.

Network will be divided into smaller hookups covering Oregon, Eastern Washington and Western Washington.

According to plans, full time broadcast circuits would be based from American Telephone and Telegraph Company. The network would furnish several hours of sustaining programs to affiliated stations daily. Offices and main studios for the organization will be located at Seattle. The idea is of program will originate in Seattle and Portland though all member stations will furnish some shows to the network.

Paris Station's Mongrel Policy of Advertising Programs in English Intended for Trans-Channel Ears

Paris, Sept. 11.

Parisian rule that if you play the radio after 10 p.m. you're disturbing the neighbor's peace and the commissaire will get you is responsible for English outfit known as the International Broadcasting Company making nice piece of change here during past six months.

British government-owned stations' anti-advertising rule left little room for this company to select advertising programs for a foreign station, and the French anti-night-time rule left time open at Poste Parisien, to be sold to the British. They also use Radio Luxembourg and Radio Normandy.

Hours the British get at Poste Parisien are 10:30 to 11 every night of the week. On Sunday they take 6 to 7 p.m. also, and stretch the evening hours from 10:30 to 12. They get as high as \$1,500 an hour for this time. Broadcast is, of course, in English.

Little conflict with French listeners is reported. In the first place, all French stations sign off early, and local listeners are accustomed to hearing foreign languages later.

Advertisers are football pools—British devices for avoiding the law against betting on sporting events—wine merchants, patent medicines, furniture, automobiles, silk stockings and similar merchandise. Announcer, C. P. Hopp, talks continuously and must be clever in substituting for talent his British sponsors won't buy him. He also acts as manager of the company's Paris branch, whose sole business is the Poste Parisien broadcast.

Dicks Only

Dicks are used almost exclusively. Old songs and dances must be used by most of the advertisers, who get their merchandise in with an announcement or two during the program—thus straddling between the French system of unguaranteed advertising talks for which the customer pays without adding a program of his own, and the American in which the merchandising is woven right into the entertainment.

Quality of programs can be gathered from just one line of a recent one: the second number of the second half-hour on a Sunday afternoon, under the label "El Ritmo," was "Alexander's Ragtime Band."

CARLSBAD ON RED-BLUE, 2 DIFFERENT SPOTS

Carlsbad Sprudel Salts goes on the air Oct. 14 over NBC. Rod Arrell will author and deliver the philosophical portion of the show. Musical and will be divided between Lew White at the organ and the Louis Katzman orchestra. Ruth Everett and Harrison Knox will sing.

WFS and 20 stations will take the show Mondays from 4:30-5, but WFLP will get the program mornings for 15 minutes at 1:30, Mon.-Wed.-Fri.

First fortnight of programs will be from Lew White's organ studio. By Nov. 1 the NBC organ at Radio City, which was not completed when NBC moved in last fall, will be ready.

Television in Minn.

St. Paul, Oct. 1.

WDBY is remodeling a suite in the Boston Bldg., Minneapolis, as headquarters for the Northwestern Television Institute, organized by Dr. George W. Young, eye specialist and owner of WDBY.

Station, which now holds a television experimental license, is only television organization hereabouts.

ALICE BRADY MEELS

Los Angeles, Oct. 1.

Alice Brady came from the "Queen" tonight (Monday) on the coast NBC show. Show goes on at 9 p.m., P.B.T., starting today (Monday), instead of 8 p.m., due to network switch due to daylight saving halting.

Here and There

Lorenzo Kannon is the new sales and production manager for KGVO, Miamita, Mo. Came from KKK, Oakland, Cal.

Norbert Hovner broadcast locally over KGW, Portland, on a visit last week.

Joe Mazzaro and Keith Kirby are new to the sales force. Jennings is trying very hard to crank the nut of filling time on KKK.

Sam Pickard, vice president of CBS, visited Portland last week. With him was Ellsworth Wylie, general manager of the Don Lee Broadcasting System. Pickard is making a tour of stations affiliated with CBS.

Allen Franklin has been appointed program director for KVOO Tulsa.

Robert Letting, announcer, has resigned from KVOO, Tulsa, to accept a position as announcer with WHCA, New York City. Heretofore, also a KVOO announcer, has resigned to go to KOMA, Oklahoma City.

Harold and Chapman, former vaude team, go onto the weekly Don Lee network "Merrymakers" on regular.

Tammy Callahan, supervisor of the control room at WBT, Charlotte, N. C., was stricken with appendicitis and rushed to Mercy hospital on September 15.

Peter Gochet, owner of WGMJ at Chester, N. Y., is considering removal of the station to Newburgh within a year. Even if the station itself is not moved he will open a studio in Newburgh.

Bill Edwards, formerly with WHBC, Birmingham, is now in Jacksonville, Fla., with WDBR, Frank King's station.

Gerard Garland, the college boy-announcer, returned to the staff of WQAL, Lancaster, with the opening of the college year.

Harold Smith, head of the Commercial Department of WJJC, Lancaster, becomes program director, succeeding Paul Hoffer.

J. W. Crook, formerly with KWKH and WFAX, now on the sales staff of KPSA, San Antonio, released of the Southwest Network.

James Hagood, manager of KNOV, Austin, Tex., married Nancy Mecom Sept. 1.

Don Gilman, NBC's v.p. in charge of the Pacific division, making it a three-week stay in New York.

Pinkies Sisters guesting on Maxwell House Showboat Oct. 11.

Commodore Outfit got a hearing last week from NBC, New York.

Jack Denny commuting in from Buffalo this Wednesday (3) to do his Conoco show on NBC.

Both NBC and Columbia in hub-bub documenting material for Washington hearing on educational factors' demand for 35% of other facilities.

Bob Crosby aired offer of two guest dates on the Gulf Refining stans.

Tammy Maah, of the George Olcott message (CBS), has been cast for the Lew Brown production, "Calling All Stars."

Emmy & Kara, Pennsylvania Dutch couple, have been removed by Gussenhaven Bakery over station WQAL, Lancaster.

John Harvath, formerly of WQAL, San Antonio, is in Chicago for audition.

KTSA, San Antonio, yields to popular demands to open the 2-3 p.m. audition hour on Sunday to N. Y. Philharmonic when it starts.

Melvin Marshall left San Antonio to split for KPMH, Beaumont.

W. Victor George, formerly manager of CHRA, Montreal, N. H., has been in England broadcasting British (Continued on page 69)

Spot Broadcasting Active List

(FIRMS REGULARLY ENGAGED IN RECORDING RADIO PROGRAMS ON DISCS, LATEST REVISED LIST.)

Byers Recording Lab, Inc., 1766 Broadway, New York City.
General Broadcasting Company, 581 Madison Avenue, New York City.
Gennett Record Company, Richmond, Indiana.
Fremont Label Enterprises Inc., 1387 North Gordon Street, Los Angeles, Calif.
MacGregor & Solito, Inc., 285 Mission Street, San Francisco, Calif.
R. U. McIntosh and Associates, 2414 1/2 West Seventh Street, Los Angeles, Calif.
Marsh Laboratories Inc., 308 South Wabash Avenue, Chicago, Illinois.
Mid-West Broadcasting Co., West Hotel, Minneapolis, Minn.
Radio Trans. Co. of America, I.A.S., 666 Lake Shore Drive, Chicago, Illinois.
Radio Trans. Co. of America, I.A.S., 1307 North Gordon Street, Hollywood, Calif.
Radiart Guild of America, 123 South Hoston Way, Los Angeles, Calif.
RCA Victor Company, Inc., Camden, New Jersey.
RCA Victor Company, Inc., Hollywood, California.
RCA Victor Company, Inc., 411 Fifth Avenue, New York City.
Recording Incorporated, Ltd., 5506 Melrose Avenue, Hollywood, Calif.
Sound Studios of New York, Inc., 50 West 57th Street, New York City.
Sound Studios of New York, Inc., 400 West Madison Street, Chicago, Illinois.
Titan Productions Company, Inc., 1040 Geary Street, San Francisco, Calif.
World Broadcasting System, Inc., 665 South Flower Street, Hollywood, Calif.
World Broadcasting System, Inc., 50 West 57th Street, New York City.

SUPPLEMENTARY LIST

(FIRMS AND ADVERTISING AGENCIES MAKING RECORDS OCCASIONALLY.)

Atherton & Currier Inc., 409 Lexington Avenue, New York City.
Walter Biddich Company, 555 Chamber of Commerce Building, Los Angeles, Calif.
Charles Daniel Frey Co., 338 North Michigan Avenue, Chicago, Illinois.
Jean Y. Grombach, Inc., 112 West 57th Street, New York City.
Horn, Hurst & McDonald, Inc., 530 North Michigan Avenue, Chicago, Illinois.
Lord and Thomas, 215 North Michigan Avenue, Chicago, Illinois.
McCann - Erickson Inc., 235 Madison Avenue, New York City.
Paris & Post, 370 Lexington Avenue, New York City.
The L. W. Ramsey Co., 330 North Michigan Avenue, Chicago, Illinois.
Rees-Martin Inc., 21 West 46th Street, New York City.
Rothblatt & Ryan Inc., Chrysler Building, New York City.
Standard Radio Advertising Co., 6425 Hollywood Boulevard, Hollywood, Calif.
Street & Winney, 330 West 42nd Street, New York City.
Erwin Waizer & Co., 230 North Michigan Avenue, Chicago, Illinois.
The Wessel Company, 30th Street at Cottage Grove Avenue, Chicago, Illinois.

CADILLAC PICK-UP OUTSIDE NBC PLANT

New York division of NBC goes out of its Radio City studios for the first time for a commercial pick-up this Sunday (7), when the Cadillac show makes its debut from the stage of the Center theatre.

Move was resorted to after the auto account found that it could not have the 1,100-seat studio for the event because of the prior call Chase & Sanborn coffee had on it. Both programs take the air at 8 p.m. EDT, with the former on the red (WEAF) and the other on the blue (WFL) link.

"The Great Waltz," legit production, occupies the Center the other six nights of the week.

Luxor's New Program

Chicago, Oct. 1.

Lord and Thomas agency is killing off the "Talkies Picture Time" show for Luxor and replacing it on Oct. 14 with a new series tagged "Sally of the Talkies."

Will fit into the same 30-minute slot on Sunday now occupied by the Charles P. Hughes program. Agency had been anxious to dump Hughes series since Hughes held them to a contract made when Luxor was handled by the N. W. Ayer agency.

Lord and Thomas negotiating with Warners and RKO studios on the coast for permission to impersonate film stars, paying off in publicity on forthcoming pictures.

"Sally of the Talkies" formerly was a tag on a local show on an NBC station, with Luxor buying the rights for the new NBC program.

Luxor Ltd. is a subsidiary of Armour Company.

WEKU, Reading, Files

Reading, Pa., Oct. 1.

Station WEKU, operating only on day time at present, has applied to the Federal Communications Commission at Washington for unlimited hours, using 500 watts power at night and 1,000 in the day hours.

Increase volume of business is given as the reason for change in license privileges.

Frenchmen Have Some Unique Slants on the Rights of Set Owners

Paris, Sept. 31.

Legal procedure for radio listeners to kick against neighbors who have machinery that interferes with reception has been created. Set owner must first out a special blank with the complaint, and send it to the post office department, which runs all radio.

Only there's a catch: the listener must fill in the license number of his set, and since it is believed that a large percentage of listeners are ducking the tax and have no licenses, not so many complaints are expected to be filed.

Supreme Court recently upheld an electrician who tried to prevent a doctor from using electrotherapeutic apparatus in his office during certain hours when the neighbors were supposed to be enjoying radio programs. Three experts originally straddled the question but a fourth decided the doctor should pay for the installation of an interference silencer on his cure machine and in addition should pay \$300 fine for interfering with his neighbors' pleasure.

Doe appealed and Supreme Court upheld expert.

B. A. Rolfe Auditions

For Bromo-Seltzer Spot

Bromo Seltzer last week auditioned B. A. Rolfe for the Friday night spot that the American Federation of Musicians told Ray Helton, British arranger-conductor, he could not fill.

Sedative mixer is slated to make his debut on NBC a week from this Friday (12).

Lux Delayed

Debut of the Lux dramatic series on NBC has been put off to Oct. 14. Initial hit will be "Reverend Heaved" with Miriam Hopkins and John Dolea filling guest roles.

Eravinton Crampton and Don Decker, I. Walter Thompson executives in New York and Hollywood, respectively, have worked closely with the agency's radio staff in selecting material and stage and screen stars for the new series.

78 STATIONS OKAY LIQUOR

NBC Stations Nix Announcements Plugging New CBS Shell Program

Chicago, Oct. 1.

NBC stations generally are refusing to accept paid announcements from the J. Walter Thompson agency and the Shell Oil Company plugging the new Shell program on CBS.

New Shell show on CBS, set by the St. Louis branch of the Thompson agency, had Red Grange on every Friday night with predictions and forecasts on the Saturday football games. Shell sent a truck of announcements to NBC and indie stations in all cities getting the CBS broadcast, with the announcements telling the public to tune to station WBLH, the rival transmitter. This announcement was unanimously banned by the NBC stations as too direct a plug for the rival outlet since it tells the public not to listen to its own transmitter but to the competition. Shell then changed the copy to a spot on the Grange show and telling the listener to go to the nearest Shell station for details and a list of stations. Some of the NBC stations went for this revised edition but still a greater number refused even the rewritten plugging.

It figures as the first time a sponsor has attempted to go on stations with announcements boosting a show on a rival transmitter and Shell's experience has not been particularly happy.

Seattle Press Suddenly Cordial to Radio and Stations Are Puzzled

Seattle, Oct. 1.

A sudden change in the attitude of the local newspapers towards the radio industry from one of hostility to one of friendliness has been noted in the past month in the increasing size of newspaper space being given program listings and publicity.

One local paper, the Seattle Times, which only a short time ago published a scathing attack on radio titled "Deep Down in the Dumps," wants pictures concerning the radio industry for a two-page Sunday photograph section regularly.

Change is as startling as it is sudden. Less than a year ago newspapers in a huff, dropped all radio publicity. Public reaction led to the reinstatement of program listings, after a short time. In the new listings sponsors were named. Now comes the granting of still further concessions to radio by the press in recognition of the growing power of the air industry.

KIDS AD LIB FULL 60-MINUTE PROGRAM

St. Paul, Oct. 1.

KSTP's "Uncle Tom" Rishworth, who m.c.'s the daily Children's Hour over that station, has rounded up a group of 15 kids, all under 16. Kids do their stuff upon occasion as a live stock company of the air.

When "Uncle Tom" needs kids for a program he calls in his boys or girls, as the need may demand. Once in a while, when the old skull just won't cooperate, Tom puts the kids on for a solid hour, in which they spend the 60 minutes actually ad libbing—and a grand time is had by all, which includes the listeners.

Molly Krueger on Air

Chicago, Oct. 1.

Molly Krueger is on WCFL for three broadcasts a week with a beauty culture humorously "High Polish."

Parler Wilson came on as co-announcer with an additional program of poems and lyrics music. Previously Wilson was announcer in Fort Worth.

MEIGHAN JOINS R. S.

Former Bowen Edge with Columbia Spot Subsidiary

Howard S. Meighan has allied himself with Radio Sales, Inc., CBS subsidiary concerned with spot broadcasting. Meighan, whose last connection was as head of the J. Sterling Gotschell radio department and who prior to that was general manager for Scott Howe Bowen, will be associated with Bob Stephenson, who succeeded Charles Stark as head of Radio Sales.

Represented on the Radio Sales list are the eight stations owned and operated by Columbia, the Don Lee Network, and 13 outlets affiliated with CBS under the hookup arrangement.

LOCAL TALENT CUTTING INTO DISCS

Lancaster, Pa., Oct. 1.

Theory of local talent over wax works found support this week when Shalouch's Clothing store resigned with WOGL for five programs a week for 53 weeks. But whereas last year all spots were disc this year's deal has already been closed for at least one period to go local with a hilly-billy band doing the music.

In signing the contract, sponsor's representative said that at least two more of the 15-minute programs may go off of the turn-table before the end of the year. With live talent substituted.

ERECTOR GOES KSTP BY SPECIAL WAX JOB

St. Paul, Oct. 1.

Similarly to the John-Manville program dilemma worked out several weeks ago, KSTP now has signed the A. C. Gilbert Erector Company for the 15-minute Sunday airing which that company has had on the NBC national network for the past four years, but which has been blocked out of this section for various reasons, chiefly special line charges.

Dual, sponsored by the Charles W. Hoyt firm of New York, was put over through a special transcription job made to dispense with the necessity of putting in special lines. Program starts Sunday (38, 1 to 1:16 p.m.).

Ovaltime Cancels Western Leg As NBC Refuses Time Guarantee

Chicago, Oct. 1.

Blackett-Sumple-Hummert agency broke with NBC this week over the network's treatment of the Ovaltime broadcasts on the west coast. NBC refused to guarantee the "Little Orphan Annie" time beyond a 30-day notice for the mountain and west coast. In retaliation, the agency sent in a notice completely canceling the Ovaltime west coast shot. Agency is at present considering going on radio platters for the sun-kist slope.

Ovaltime has been rebroadcasting its eastern and midwest show in order to hit the west coast at 1:45 in the afternoon, with the sponsor endeavoring to identify that period

SURVEY LIFTS BOOZE VEIL

Advertisers Still Not Clear
What Can Be Done on
Radio—Sellers' Service
Gathers Data

STATE LINES

Chicago, Oct. 1.

Advertising agencies handling liquor ads are still largely in a fog as to what states and what stations will accept liquor advertising and in what way the ads must be handled. Agencies have found that many stations will not take liquor advertising even though it is perfectly permissible in the territory. For instance WGM, the Chicago Tribune station, will not plug liquor though the paper itself made a long-standing battle for the repeal of prohibition.

Of course, the two major network systems ban liquor advertising both on the web and on the individual owned and controlled stations.

Survey has just been completed by George Cooper of the Sellers' Service agency here in regard to the liquor advertising media. Cooper has taken stations right through the country and has discovered 78 which accept such advertising.

States where liquor cannot be advertised are Idaho, Utah, Montana, Wyoming, North and South Dakota, Nebraska, Kansas, Oklahoma, Texas, West Virginia, North-Carolina, South Carolina, Georgia, Alabama, Mississippi and Florida. There are

(Continued on page 62)

OPPOSITION ARRIVES FOR WSPD, TOLEDO

Toledo, O., Oct. 1.

After years of predicting and dickerings Toledo is to have a second radio station beginning about Nov. 1. WALT Zanesville, finally has the permission of the Federal communications commission to move to Toledo.

Owners of the station, a 160-watt, are W. F. Jones, Akron, president; E. V. Graham, Zanesville, vice-president, and S. W. Townsend, Akron, secretary-treasurer. Officials are in the city arranging for a studio and for the setting up of the antenna.

Willard Ripon is manager of the station.

The same group owns and operates WJW, Akron. WSPD, Toledo's old station, announced it will move its transmitter to a site outside the city.

Concert Singers' Outlook Bright, Several Sponsors High C-Minded

NBC's P's and Q's

One of David Rosenbloom's functions as v.p. in charge of planning and development will be to devise a manual for NBC station people.

Booklet will serve to advise the traveling good-will on his personal conduct in dealing with affiliated broadcasters, what to observe while visiting a station and how to treat with any one of the manifold problems that might arise.

For the first time in the history of commercial broadcasting concert names find themselves the center of a maelstrom of heated competition. With Atwater Kent, Ford Motor and General Motors bidding for their guest services, the classical boys and girls of the upper rungs look forward to a season of hefty takings from radio. Fact that Ford and G. M. have their air spots pitted against the other (8 p.m. EST Sunday nights) is expected to result in a welter of salary bidding.

So far the asking prices for top concert names remain at the levels that prevailed for the previous broadcast season. But the agencies concerned do not expect this situation to last much longer, and each is making an attempt to line up as many artists in advance as possible. Efforts on behalf of Ford have brought the greatest bookings up to the second program (14) only. Spotlight for this event will go to Yasha Heifets.

Tab Opera

A fourth corner will be added to the bidding arena the first week in December should Chase and Sanborn go through with its plan of switching to a tab opera policy. As originally figured each of these programs will have at least two names from the Metropolitan Opera roster.

Even with the occasional intrusion of a violinist or singer by Lehn & Fink in its "Hall of Fams" slot General Motors (Cadillac) last season had the concert guests field all to itself, both as to picking and salaries. With these commercials each requiring a different artist each week the problem of supply presents itself. Concert bankers predict that with so few artists of the first rank to go around the season will see the same names making the rounds of all three programs, Atwater Kent, Ford, and G. M., and also playing two or three return engagements on CBS Friday nights as its guest artists act for the first 10 weeks. List predominates with names from the Metropolitan Opera Co.

With Jeannette MacDonald introducing the series (8), the setup will be as follows: Oct. 15, Richard Dell; Oct. 22, Frederick Jagel; Oct. 29, Mario Chames; Nov. 5, Everett Marshall; Nov. 12, Katherine Miller; Nov. 19, Charles Hackett; Nov. 26, Wilbur Evans and Carol Dell; Atwater Kent audition winners; Dec. 3, James Melton; Dec. 10, Helen Gleason.

\$4,000-\$6,000 Budget To WOAI, San Antonio For Civic Programs

San Antonio, Oct. 1.

Search for talent is on for WOAI's most ambitious local program to date, a twice weekly 30-minute off ride for San Antonio, Inc., civic organization which raised \$40,000 to plug the city's tourist and commercial possibilities.

Ken McClure is rounding up talent for auditioning this week. A 23-piece band, dramatic interludes, vocalists and possibly a comic are contemplated. With radio budget reported at \$4,000 to \$6,000 it's figured the civic plug can remain on the air for six months.

It's planned to pipe the initial and some later programs from a hotel ballroom to accommodate audiences. The air ad is part of a program which includes rallies and mass in the north and mid-west keys.

Two electric signs on Chi's Highland Boulevard are already extolling the virtues of the Alamo city as a winter playground.

Ford Must Pay Card Rates to All Stations

Washington, Oct. 1.

Henry Ford must pay specified commercial rates to all stations carrying World Series broadcasts if any advertising matter is to be included, broadcast code authority and NIRA ruled last week after receiving reports motor maker had been trying to get outlets to carry baseball programs on sustaining basis.

Formal notice issued to all members of the industry and all networks by James W. Baldwin, executive officer, warned that the broadcasting of any of the 1934 world series games, including either the name of the sponsor (Ford Motor Co.) or any description of the sponsor's products must be on a commercial basis consistent with the provisions contained in Article VII, Section 1, Paragraphs (a) and (b) of the code of fair competition for the radio broadcasting industry.

The specified code provisions stipulate that rate cards must be filed with the C.A. and cannot be modified without 15 days' notice and prevent granting of discounts, rebates, refunds or commissions, and bar free time except legitimate program announcements.

Although Code Authority bulletin had been sent to all members of the industry, Ford appealed to NIRA for permission to let stations which were willing to carry game reports maintain to do so but get nowhere with Deputy Administrator William F. Farnsworth, who backed up codelets 100%.

For the world series broadcasts Ford has lined up 31 stations on CBS and 12 outlets on NBC.

Reservation is for seven games, Ted Hueling of CBS, Pat Flanagan, WBMB, Chicago, and Frances Laus, KNOX, St. Louis, will handle the play-by-play reporting for Ford.

BOTH NETWORKS WOO COCA-COLA ACCOUNT

Coca Cola is returning to the network channels. Both NBC and Columbia are competing for the account. CBS is trying to sell it on the idea of a "houseparty" with the show running from 10 to midnight, EST, Saturdays.

NBC's bid for the business last week was a 65-piece orchestra under Frank Black's direction. Black is under yearly contract to NBC.

Shepard Signs REAAC

John Shepard, 3rd, has signed a five-year contract with the Society of European Stage Authors and Composers for the Yankee Network.

Station involved in the performance license are WRAC and WAAB, Boston, WKAH, Providence, and WJRC, Bridgeport.

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

Outstanding Stunts

**INSURANCE MERCHAN-
DISING**
PROVIDENT MUTUAL CO.
SNAKE BITE SERVICE
WOAI, SAN ANTONIO

Provident Mutual Campaign

One of the most comprehensive radio tieups with an other show will be utilized by the Provident Mutual Life Insurance outfit for the NBC blue web program. Idea of the dramatized story behind the insurance claim was sold to Provident by Sam Lewis, former insurance editor for the Hearst papers, who is now the merchandising scheme and is acting as production agency.

The Provident series is admittedly devoting more attention to insurance agents than the entertainment value of the program, although the latter has been previously tested by spot broadcasting. Steps in the selling plan include: space in your national magazines and all insurance periodicals; complete program data for agents in the house organ, having 150,000 circulation; special agent meeting in over 40 cities which featured a transcription address by the company's president; radio posters for general display; special staffers describing the program included in all letters sent to present policy owners; illustrated folders for the general mailing list; a special press and announcement mailed before each show by agents to all "warm" prospects; a fire-alike canvas the night of the program. After each week's program, the Provident show closes with a check for Postal Telegraph telephone response. Listeners may call Postal for a free copy of the 32-page illustrated titled "The Seven Keys to Contentment."

Entertainment value of the program, given careful thought, has not been entirely subordinate to the commercial value of the show. It was believed that if the merchandising phases are handled properly, the sponsor will not need to spend much money to make it worth while to continue.

Attitude of the client and Lewis toward the program is revolutionary in radio. Lewis is quoted as follows: "My conception of the advertising man handling a radio program is that the man or agency should confine his attention to the merchandising aspects of it. He should not under any circumstances attempt to deal with actors, orchestra or any other personnel, whose only object is to entertain. I firmly believe that the agency should turn over the production to a producing unit not connected with it to be handled by World Broadcasting... if he is a bona fide advertising man, the interference with program direction is entirely out of his mind."

How to Avoid Snakes

San Antonio. With poisonous snakes always a menace in the southern area, doubtless no town that thousands of sinners tramp the hills, WOAI, San Antonio, pulled a timely service by bringing in W. A. Bevan, W. K. Herpold, and a program of Ken McClure, commentator.

McClure took the snakeologist through an interview, in which Bevan told him to avoid snake bites and what treatment is most effective for bite. He's had the fangs in him several times. Offered to mail information to listeners if not enough given on program. He also told how Hindu fakirs work. All of which was effective in view of fact Bevan proved to have a swell radio voice and personality.

Program Thoughts

New York. Miles Porter, radio columnist, comes forward with some suggestions by way of an answer to the plaint, cynically regarded by himself, of the radio fraternity for practical new ideas. He suggests: (1) a collective, semi-regular program, similar to WHN's in New York, (2) salvaging of a catalog of 500 unplayed musical compositions now on the files of music publishers, (3) a course in dance music appreciation similar to Damrosch's lessons on philharmonic.

Anniversary Stuff

Colar Rapids. Formal dedication of new transmitter at KWCR, Colar Rapids, Minn. 24 was utilized as chance to bring home to listeners the importance of station since its inception. Douglas Grant, program director, worked out in doing and music. Local history of station, its plans, done headed east of players hired to put over show. Both technical and program improvements were stressed. Special angle was played up with mention of important po-

litical, social, and welfare events which had been published by KWCR. Station has an old transcription building located in residential part of town, a reminder of 1932.

Recorded voices of Condit and Hoover were found. These, with sound of Roosevelt's inaugural were worked into program. Des Moines Sunday Register carried full page ad on KWCR's dedication. NBC radio stars, blue net, and local favorite published in pictures. Additional half page devoted to reading matter and complete week-schedule. Station formerly used registered radio section for publicity on special events.

Paul Revere's Strike

Des Moines, Ia. KSO stepped into a breach that respect it plenty of good will when it announced that electric light plant workers were going out on strike and that candles, flashlights and other modern and mid-Victorian devices would be in order.

Though the strike lasted less than 12 hours, the announcement and strike coming in the evening put plenty on their guard, even phoning about to friends concerning the announcement. A little thing yet highly appreciated, not only by switchboard operators and public utility heads, but radio listeners as well. It was a natural, strike orders being issued without any preliminaries.

Guaranteed Circulation

Lancaster, Pa. There is one radio program where the station can guarantee the listeners up to a certain point. This is the Vocational Guidance program broadcast each week over station WOAI, in Lancaster, Pa. from the West Junior High school. Both the station and school can guarantee at least 5,000 sets tuned to the program each week.

The public attending the school are assigned the task of securing a list of sets that will be tuned in to the program. Each pupil is asked to inform from three to five sets to inform their homes, neighbors, relatives and friends. The names and addresses of these "guaranteed" listeners are written down and turned over to the school principal, who compiles a list every few weeks.

A recent total showed 5,000 sets. Regular checkups are made by the boys and girls to find whether they are actually listening.

The program has been broadcast during the school term over WOAI for the past four years. Each Tuesday afternoon at 1:30, the program is put on the air direct from the auditorium of the West Junior High school, where the student body watches the program being broadcast. The student body numbers around 1,100 boys and girls.

The program is a half hour in duration, and each week a prominent business or professional man speaks on a subject relating to vocational guidance. His talk usually lasts about 10 minutes, while the remainder of the program is taken by the West Junior High school orchestra, vocal groups and soloists.

Entire broadcast is arranged and announced by Principal William A. Stahl.

On the Cuff

Dubuque, Ia. Now that the schools have opened and music instruction under way in the major schools, the radio is doing considerable platter work on the sustaining hours can get in on good taste at little expense, principally through having instructors and musicians appear on station programs through the courtesy of the various schools and by arrangement with pupils through the schools or via the amateur route.

Many schools having creditable performers willing to share on a 30-50 basis because appearances before a mike is chased as instruction. Drake U. of Des Moines is doing it through WHO-WOC and KSO, via a full-time radio course in all its branches and ramifications.

KWCR's Autumn Special

Colar Rapids. Bill Quinlan, promotion manager, station KWCR, local Ford agency weekly football review. Agency sponsors quarter-hour review each Saturday at 5:30 p.m. Scores of all important college games given. Football songs, college yell directed for listeners' vicarious in that day's contests. Ford agent-related several thousand cards giving schedules of games with instructions for listeners to send in for prizes. Advertisers high product and station.

Doubly Disembodied

Dubuque, Ia. From a studio in Dubuque, Iowa, a studio a spiritualist was no honey, yet the publicity and advertising the stunt gained was worth the effort. When the solicitors of Joe's gathered here for

Chicago Ad Agencies

Radio Production Executives

Aubrey, Morris & Wallace, Inc.
419 North Michigan Ave.
J. H. North
P. G. Hubert

Batten, Barton, Durand & Osborn
221 N. La Salle St.
George May

Blackett-Sample-Mummet
221 N. La Salle St.
N. H. Peterson

Doremus & Company
208 S. La Salle St.
H. Ray Henderson

Erwin, Wacey & Co.
234 N. Michigan Ave.
William Weddell

Frederick & Mitchell, Inc.
300 N. Michigan Ave.
Karl Frederic

Charles Daniel Frey
333 N. Michigan Ave.
Larry Triggs

Gaudin Advertising Co.
400 N. Michigan Ave.
Irving Rosenblum

Henf-Metger & H.
820 N. Michigan Ave.
S. J. Andrews

Hays McFarland
333 N. Michigan Ave.
Hays McFarland

Harold Horst & McDonald
350 N. Michigan Ave.
M. L. Pumpham

Kaster
360 N. Michigan Ave.
Ron Frost

Kirtland-Engel
846 N. Michigan Ave.
R. M. Kirtland

Lord Thomas
910 N. Michigan Ave.
Ed Albrecht

Lewis Goodkind
Matteon, Fogarty, Jordan
307 N. Michigan Ave.
H. L. Weiler

McGinnis-Erickson
910 N. Michigan Ave.
Raymond McGinnis

McJannet
221 N. La Salle St.
Gordon East

Morris, Windmiller & Eminger
330 N. Michigan Ave.
George Eminger

Needham, Lewis & Broby
360 N. Michigan Ave.
Helm Wing

Reisner-Mayer
400 N. Michigan Ave.
Walter Hubman

Reinisch-Elis-Youngren-Finn
500 N. Michigan Ave.
Russ Williams

Rosch, Williams & Cunningham
Ham, Inc.
Gustavo Dils

Reggers & Smith
30 N. Wacker Drive
Everett Opie

Ruthrauff & Ryan
300 N. Michigan Ave.
Kate Caldwell

Stisk-Gobbs
30 N. Michigan Ave.
Ralph Gobbs

J. Walter Thompson
410 N. Michigan Ave.
Dick Marvin

Wade Adv. Agency
304 W. Washington St.
W. Young & Rubicam

221 N. La Salle St.
D. G. Scheider

A three-day convention, the studio tied in on the event with a scene as the principal piece de resistance in the studio.

Arranged beforehand gave all an opportunity to advise would-be listeners.

Ladies Gym at WCAU
Philadelphia.

A new kind of exercise show for women is being tried by WCAU, in their radio studio. Station is using daily setting up gymnastics in the afternoon during the Women's Club of the Air broadcasts.

Albert Lynner, who conducts daily classes for the event with a scene as the principal piece de resistance in the studio.

Arranged beforehand gave all an opportunity to advise would-be listeners.

New York Radio Parade

By Nellie Revell

Out-of-town radio editors visiting the big city last week were: Vivian Gardner of Milwaukee News, Dorothy Doran of the Akron, O., Beacon Journal; Martin Gough of Camden Courier and Philby Record, Norm Sigel of the Cleveland Press, and Fred Thomas of the Bridgeport, Conn., Herald.

Talking to Himself

John McMeney, director, manager and man Friday of the Argosy Mag show over WCBS in Springfield, Ill., each Wednesday eve, writes, directs and plays two character parts on the show. The latter is what gets him, since he winds up talking to himself for ten minutes.

CBS Five-Year Trio

Ted Husing is forming a club of the members of CBS staffs who have done five steady years' service. Eligibles include, Andre Kostelanetz, Freddie Rich, Mark Warrner, David Ross, Julius Seebach, Bernie Proctor, Don Dill, Bob Taplinger, Florence Marks, Nina Mack, Ann Lent, Lucille Singleton, H. V. Kaiterborn, P. W. White, Ida Bailey Allen, Howard Harlow, Ed K. Cohen, Al Bolo, Agnes Law, Al Bryant, Will Esnoff and Dick Curry.

Short Shots

Harry Heiser's ark returns to the air for Conti soap with Ray Heatherton and Graham McNamee rounding out the show...Ed White, who did a little lobbying in Calif. for one of the E&E accounts, has come out and joined their press staff...Connie Gates landed that new Wrigley show...Frank Novak and Harold Orlov are combining to write musical shows for radio...Willard Holston replaces Leon Helaso at the St. Moritz...Hobby Horse, a CBS sustaining, switches from Sunday to Monday even at ten-thirty and loses five minutes to press-radio...Ernest Heyn replaces Julia Shaw as editor of Radio Mirror...Jack Borge goes into Astor for fifth season...Robetta Christine of "Holmby" gets off the boat from Paris and avails a commercial at WINS...Heddes, a CBS sustaining which has been jumped from spot to spot due to commercial programs, finally gets the air for the same reason...On Oct. 15 the Ward show takes "Heddes" time while new Alexander Koolhauf show takes Ward time...Palmolive operettas will do Charles O. Lewis' "Cyano" in three weeks...Eddie Stone, who vocalized with Iahn Jones' ark, is now leading Harry Slater's ark at the Park Central while Harry is at the Coast with Lanny Ross...Bob Wilder, formerly of WOR, has joined Emily Nathan's publicity staff.

Scrambled Notes

Jimmie Saphier is now handling the Pastime Choristers...Hank Packard back from vacation and honeymoon...Mattie Curran, singing over WFG in Atlantic City for two years before the boys discovered she was from Johnny Irish, well-known fighter of yesterday...CBS "Little Home" studio at 20th and Park avenue opens on October 15. They will handle mostly women's shows...Paul Rubin ark yets the new Central Park Tavern on the Green with a CBS wire on October 15...June Carroll, sister of Vanities Earl Carroll, sings over WINS...James Wolfe, opera star, singing at NBC on Friday, is the hubby of Lillian Laury, newspaperwoman and former Eve Journal's Beatrice Fairfax...From now on the telephone girls at WMA will open conversation by saying "American Broadcasting System"...Judith Laire of Wall Street and society turned actor at the Levitt Valley Stock company this summer and now has a job doing the drama at CBS...Ruth Barry, new addition to the press staff of B&B, did a stretch as private sec to Ed Leach of Scripps-Howard...Gus Haenchen walked into the barn on his farm, and walked out with his right hand badly gashed. A scythe slipped from the loft and fell just missing his head...Paul Daniels, ex-newspaper photographer, doing dramatics at ABC...Everett Marshall guest star for Atwater-Kent...Empire Ballroom will switch to a cafe and have Don Doster ark...Tim Marks, radio editor of Brooklyn Times-Union, will double and do a Bony column also.

Gossip

October 25 will be six years on air for Rudy Vallee for Standard Brands...Dorothy Ates, daughter of Roscoe the Mutterer, joins Leo Novaro's ark as a vocalist...Do, Re and Mi, Evelyn Ross, May Ross and Ann Daltby, laid off last week cause of a bit of gripe belonging to Do...ABC finished up with the Morris Castle show last Friday after three complete weeks. They cut the Morris Castle show on Wednesday to put Lindbergh case on air (they had mike in courthouse) but had to pull show cause chain stations were swamped with calls for Morris Castle...Leo Reisman moving into new duplex on Thursday and having housewarming for musicians, not radio stars...Eddie Peabody taught Leo Tracy to play burs in "Lemon Drop Kid" Eddie's first pit...Bally Singer doctors the musicians in the Reisman ark with apples that come from her home, a farm near Glen Falls...Peter Kopelson is the new vocal coach for ABC singers...Hornito Rito is heading for a short visit home, Home is Uruguay. He returns on October 21...Norm Brokenshire to Wash., D. C., to cover the Police Chiefs' dinner for ABC...Leo Kahn, staff conductor at WNEU, coaches a violin class at the Bronx Music Center on Monday afternoons while the station is off air...K. K. K. Hanson on one week vacation...P. M. Josephberg from George Lettman to Bert Nevins...Eccleor Rets returns to air at NBC next month. Show titled "Engineering Thrills" for the kids.

Sponsors-Agencies

Chicago Board of Trade broadcasts over the NBC red network have been postponed from Oct. 12 to some date around Dec. 1. Peter B. Carey, president of the board, is to open the first talk. Other prominent men in the field are to follow.

Donath's Brow concluded its sponsoring of the daily Fred Turberville sports' spiel over WFBR, Baltimore. Will return at start of big league baseball next April.

Paul Sherman has been appointed New Jersey rep for the Lewis F. Winston Company, New York radio agency. Sherman was formerly with the Arthur G. Heller agency in New York and the Perth Amboy Journal.

Hevin will spread in the midwest and western leg of the Columbia network about Nov. 1, after completing some six weeks of testing with its new "Wings of Dawn" show on WBBB, local CBS outlet. Spotted through the Sellers Bureau Agency here, the Hevin show

will hit on 14 stations from Chicago west.

Dr. Miles Laboratories introduces "Uncle Ezra," standby act on WLS, Chicago, for the past several years, to an NBC link Oct. 17. Schedule calls for a 15-minute review Wednesday, Friday and Sunday nights on the red (WEAF). Same account handles the WLS Barn Dance on the blue (WIS) Saturday nights and the dam series, "Comedy Stars of Hollywood." Wade Agency of Chicago.

Wax Works

MacGregory and Gully, Coast disc producers, have closed for the exclusive radio rights for all of Jack London's yarns. First to be plattered will be "The Sea Wolf."

J. C. (Jap) Gude, head of the CBS press department, became the father of a girl last Saturday (29). Place was the Lenox Hill Hospital, New York. Both mother and youngster top-loc.

CONQUEST STRATEGY

New Business

MISSOULA, MON.
Dr. Lyons' Tooth Powder, six half-hour transmissions, KGVV.
United Drug Co., five quarter-hour recordings, Through Spot Broadcasting Co., KGVV.
Fred Molar Co., 13 half-hour recordings, Fred Molar's band, Through N. W. Ayrer, KGVV.
Bessie Mills Co., two quarter-hour shows per week from Oct. 1 to May 17, 1935, Through R. G. Gilman Co., Ball Lake City, KGVV.
Best Foods, Inc., 78 announcements over period of three months, KGVV.

LOS ANGELES
Henderson's, San Francisco, 12 stations, Friday 7:30-8 p.m., Borden's Friday Profile, weekly show, starting Oct. 18 (McClann Erickson). Don Lee coast network.
Rin Grande Oil Co., Friday 9-9:15 p.m., Mona Lowe and orchestra, (Nixon O'Donnell). Eight stations, Don Lee coast network.
Rin Grande Oil Co., Saturday 7:30-7:45 p.m., "The Crowned Police Band" (Nixon O'Donnell). Eight stations, Don Lee coast network.
Central Shoe Co., St. Louis, Thursday and Friday, 5:30-5:45 p.m., "Robin Hood," discs, (John Daugherty). KJL.
Gilmore Oil Co., three times weekly 10:30-10:35 p.m., Great Moments in Sport, discs, (Hofstad, Constantine & Gardner). KJL.
Wichita Oil Co., Monday, 9:30-10 p.m., "Whites' Tales," dramatic (Don B. Miner). KJL.

PORTLAND, ORE.
Oregon City Woodmen Mills, 13 day-time announcements, Placed by W. B. Kirkpatrick Agency, KGW.
Carleton Brothers, rug dealers, announcement service, Placed by W. B. Kirkpatrick Agency, KGW.
Rick's Flower House, 15-minute dramatic program weekly for one year, Placed by Associated Advertising Service, KGW.
Hilbert's Restaurant, 15-minute to half hour daily remote broadcast, half hour daily remote broadcast, half hour daily remote broadcast, KGW same on KEX.
United Drug Company, five 15-minute transmissions, Placed by Street & Finney, New York, KGW.
Gilmore Oil Company, five five-minute transmissions, Placed by Portland, Constantine and Gardner, KGW.
A. A. Kahl, rug dealer, announcement service daily, one year, Placed by Weiler Service, KGW.
Christina Reiche, Church, day-time announcement service, KGW.
Dodge Brothers, five one-minute transmitted announcements, Placed by Ruthwald & Ryan, KGW.
Bill Military, 13 daily announcements, one month, Placed by Frederick Schmids, KGW.
Copinal Remedy, 12 daily announcements, one month, Placed by Miller Agency, KGW.
Dairy Service, Inc., announcement service, three times daily, Placed by Frances Campbell Agency, KGW.
Portland Chamber of Commerce, 13 five-minute talks, Placed by Mary Pentland Agency, KGW.
Southern Pacific Railway Company, announcement service, KGW.
Columbia Optical Company, daily announcement service, one month, Placed by Gerber & Crossley Agency, KGW.
New System Laundry, announcement service, daily, Placed by Weiler Service, KGW.
Alfred Brothers, rug dealers, 30 daily announcements, one month, Placed by Charles B. Haugen, KGW.
One Price Town Shop, announcement service, 13 times, Placed by Mary Pentland Agency, KGW.
Knox Company, 25 15-minute programs, one week, Placed by Dillon-Kirk Agency, KGW.
Baby's Boudoir, announcement service, 44 times, also weekly 15-minute musical program, one year, KGW, and announcement service, 15 times, KEX.
Adlerika Company, 15-minute transmissions, twice weekly, 29 times, Placed by St. Paul Advertising Company, KEX.
Islands Restaurant, 13 five-minute programs each month, one year, Placed by Associated Advertising Service, KEX.
Hilbert's Restaurant, 13 daily announcements, one week, KEX.
Hammond Hall and Dining Company, 17 15-minute programs, one week, Placed by Leon Livingston Agency, KEX.
Kerridge Lee, announcement service, 10 times, three times weekly, KEX.
Oregon Manufacturers' Association, daily five-minute program, one year, KEX.

ST. LOUIS
Gordon Clothing Co., St. Louis, "Russell Brown and Rhythm Ensemble," studio, three days weekly, p.m., Sept. 16 to Dec. 15, Direct, KMOX.
Sunderland "Flight" Corp., St. Louis, "Flight" on Laugh Club's program, studio, three days weekly, Oct. 15, 13 weeks, Direct, KMOX.
Joan Hays Co., Kansas City, announcements, R. T., six days weekly, Oct. 1 through Dec. 30, Through R. J. Feltz, K. C. KMOX.
Adlerika Co., St. Paul, Minn., "Adla Tablets," announcements, studio, three days weekly, Oct. 1 through March 29, Through St. Paul Ad. Co., KMOX.
Adlerika Co., St. Paul, Minn., "Adla Tablets," announcements, studio, Oct. 14 through Feb. 25, Through St. Paul Ad. Co., KMOX.
Colombia Co., United Remedies, R. T., "Chiropractic," R. T., six days weekly, Sept. 21 until further notice, Through Health & Beech, KMOX.
Schott Brewing Co., St. Louis, time signals, studio, daily except Sunday, Sept. 24, until further notice, Nash Ad. Agency, St. Louis, KMOX.
Hydrex Ice Cream Co., St. Louis, "The Shipper's Boreland," studio, three days weekly, Sept. 19, 13 weeks, Direct, KMOX.
Jenny Wren Co., Kansas City, Mo., "Four Rustle," studio, five days weekly, Oct. 1 for 13 weeks, Through R. J. Feltz & Son, K. C. KMOX.
Chamberlin Laboratories, Des Moines, Iow., time signals, studio, seven days weekly, Oct. 15 through Jan. 25, Through College Ad. Agency, KMOX.
Stelly Oil Co., Kansas City, Mo., Jimmy Allen, R. T., five days weekly, p.m., Oct. 1 for 13 weeks, Through Russell C. Comer, K. C. KMOX.
Black Furniture Co., St. Louis, "The Corn Huskers," studio, six days weekly, a.m., Sept. 17 for 15 weeks, Direct, KMOX.

SEATTLE
Rude Auto Co. (Ford agency), one quarter hour program each week, football news, KWCN.
Gardner's Restaurant, Inc., one 30-minute program each week, advertising auto heaters, radios, freetone songs, transcription programs, KWCN.

WINSTON-SALEM, N. C.
Bell Broad, three 15-minute programs weekly for three months with electrical transcript program, Placed locally, WSJS.
Silver's, Inc., records daily 15-minute programs featuring Mith Curry, negro blues singer, for one month beginning Oct. 1. Placed locally, WSJS.
Rominger Furniture Company, daily spot announcements for one month, Placed locally, WSJS.
Anchor Store, time signals daily for one month, Placed locally, WSJS.
Southern Public Utilities Company, daily announcements for one month starting Oct. 26, Placed locally, WSJS.
Co-operative program, two 15-minute programs weekly for one month featuring Archie Galloway, the Winston-Salem Scotchman, Placed locally, WSJS.

SEATTLE
Schuch's Standard Furniture Co., 15-minute talk on interior decorating, five times weekly for 12 weeks, KOL.
Rhodes Dept. Store, evening announcements, Sept. 25 and 30, KOL.
Nagel and Sons, 21 announcements during week of Sept. 20, KOL.
Grant-Rees Optical Co., five-minute live infomercials each Sunday afternoon, beginning Sept. 16 for 13 weeks, KOL.
Wander Co., six announcements, Sept. 26-27, KOMO.
Reed & Bane, series of 39 one-minute discs, Oct. 6 to Feb. 26, KOMO.
John Hamrick's Theatricals, series of 19 announcements to run on football ball games, KOL.
American Creaker Co., 15-minute drama three times weekly, starting Oct. 1, KJL.
Rex Tapp (Keweenaw), one year contract for live talent programs, KOMO and KJL.
Bechtel, 24 announcements between Oct. 1 and 26, KOMO.

OMAHA
Rabbit (Little Miss Rabbit), announcement Oct. 14 and 21 in connection with Miss Rabbit broadcast through the National Broadcasting Co. WGW.
F. & P. Laboratories, rough drops announcements twice Sunday, one Monday, began Oct. 1, ends March 31, (Continued on page 67)

EMPIRE GOLD'S OPPORTUNISM

In-and-Out Policy Adopted by Sponsor Working Against Time Element and Needing Demonstrable Dollar-for-Dollar Returns

\$3,000 MONTHLY

Empire State Gold Buying company, six months old, is spending \$10,000 a month on advertising. Of this sum local radio stations in New York city get \$5,000. Six months ago the sponsor started with a modest program of phonograph records over WINS. Today live talent shows or announcements are sponsored on WOR, WJAF, WHN, WINS, WMCA. Case is unique in that the business is a new by-product of an NRA economic policy and that the Empire company departs notably from practically all conventional notions in radio broadcasting. Empire works on the following general principles:

- (1) That time, not talent, counts most.
- (2) That every dollar spent for radio advertising must be justified by a dollar in profit directly traceable to it.
- (3) That standby commercials following special events are natural for reaching gold-owners.

Constant Changes
Empire is constantly changing its programs and the time they go on the air. This is part of a deliberate policy. Stations don't like it, but it's the route to results, the sponsor claims. Opportunistic strategy dominates the radio showmanship of the company.

The night after Anne's 'n' Andy went off the air it purchased for one night only the open niche for NBC, figuring thousands of regular fans would tune in from habit.

Empire maneuvers constantly to hit maximum audiences. It hops up on the air after President Roosevelt or the Philharmonic or after Martha Manning's fashion talks, as the case may be, on the hunch that the people the company wants to reach are tuned in at such times. Immediately following WHN's popular radio amateur show the message of Empire is broadcast. It doesn't matter when a special sports event ends. Company will sign to ride at the sign-off, figuring to capture big slices of maximum audiences already achieved.

Empire uses live talent in preference to war, but there again expenditures are regulated by what any given program can return dollar-for-dollar spent. All customers patronizing the firm are interrogated as to what impelled them to bring in their old gold. One program got results in 30 minutes after the broadcast. If results don't follow, the program or the time is dropped. Empire finds NBC's 50,000-watt, WJAF, effective, but the other NBC 50,000-watt, WJZ, whose transmitter is located in New Jersey and straggles over there didn't serve the company's purpose and was dropped.

Empire buys time on the spur of the moment to take advantage of topical openings. It watches program opposition keenly and would not dream of spending money Thursday nights against that evening's barrage of big shows, although a program was spotted at 11 p.m. over WJAF.

Gold-buying is a temporary business and the promotional activities of the company are founded upon the idea that it will taper off rapidly after education is reached. Various exploitation stunts have been used. A Dec. 1 with 47 New theaters on Treasure Island was worked. Housewives were

KEX Drops Church Discount: Usual Time Rates Apply When Sectarian Advertising Is Keynote

Network Premieres

Oct. 2. Robinson Crusoe, Jr., serial, (N. Y. State Bureau of Mine Publicity, 5:45, WABC) (N. W. Ayer).
Oct. 2. Casa Loma band, Walter O'Keefe, Annette Hanshaw, (R. J. Reynolds, 10, WABC) (William Kety).
Oct. 2. Ben Bernie (Premier) (Faber, 7, WJAF).

Oct. 2. The Story Behind the Claim, sketch, (Provident Mutual Life Insurance Co., 9:15, WJZ).

Oct. 2. Ed Wynn, Graham McNamee, Eddie Duchin band (Tosca, 9:30, WJAF) (Hans-Meiser).

Oct. 2. Mary Pickford (Royal Gelatine, 7, WJAF) (J. Walt, Thompson).

Oct. 2. Madame Sylvia of Hollywood (Rainton Purina, 10:15, WJZ) (Gardner).

Oct. 2. Easy Aces, Goodman and Jane Ace, (Jad Falls, 8, WABC) (Blackett-Semple-Hummer).

Oct. 2. March of Time (Time Magazine, 9, WABC) (R. B. D. & O.).

Oct. 2. Al Bernard, Paul Dumont, Mario Coss, Milton Reitenberg (Molle, 10, WJZ).

Oct. 2. Hollywood Hotel, Dick Powell, Rowena Williams, Louella Parsons, Ted Flonito, William O'Neal, Ed Brendel, Claudette Colbert, Warren William (Campbell Soup, 9:30, WABC) (F. Wallis Armstrong).

Oct. 2. Thornton Fisher, football resume, (Kordard, 6:45, WJAF) (Lennon & Mitchell).

Oct. 2. Eigmund Homberg, William Lyon Phelps (Swift, 9, WJAF) (J. Walt, Thompson).

Oct. 2. Rose Hampton, Nathaniel Shilkret, Billy Hilltop, Scappia Lancher (Smith Bros., 9, WJAF) (Homan).

Oct. 2. Leopold Stokowski, Richard Crooks (Cadillac, 8, WJZ) (Campbell-Kewell).

Oct. 2. Tito Guizar (Brillo, 12:30, WABC) (Frank Presbrey).

Oct. 2. Detroit Symphony Orchestra, Victor Kozar (Ford, 8, WABC) (N. W. Ayer).

Oct. 2. Freddy Martin band, Vick, 8, WABC) (Young & Rubicam).

Oct. 2. Alexander Woolcott, Robert Ambuster Ore. (Cream of Wheat, 5, WABC) (J. Walt, Thompson).

No Spot Blurbs Promise Wins Station a Program

Baltimore, Oct. 1.
After lengthy resort on WCAO (and prior to that on WFBR), the King Syrup Co.'s three-weekly quarter-hour playlet series, "Dunkle-dorfers," will shift shortly to WBAL. Station got the commercial by promising not to place spot announcements either before or after program's slot, 7 p.m., Mondays, Wednesdays and Fridays.

'HOLLYWOOD' AIRER ERITS

Hollywood, Oct. 1.
Hollywood On-the-Air switches to Saturday nights instead of Sunday starting Oct. 6.
Change is due to juggling of program with the dropping of daylight saving.

Decorated with complimentary tickets are guests of Empire to the Women's Exposition of Arts and Industries at the Hotel Astor this week 11-4. Tie-up with Mrs. Oliver Harmon made the distribution of darts possible.

Portland, Ore., Oct. 1.
Dropping of 75% special religious discount goes into effect this fall at 5,000-watt KEX. It affects religious organizations that actually advertise their church activities over the air and campaign for membership.
Station continues to give free time to non-denominational bodies presenting nonsectarian and inspirational broadcasts.
Sister station, 1,000-watt KGW, does not sell time for religious advertising, but gives free space to various programs of religious and inspirational themes. This policy has been observed by KGW since its inception in 1923.

Reason for discontinuing special religious discount on KEX is explained by station officials as being due to fact that churches subject to charge for station time use air space for advertising activities of church to same extent as regular advertisers. With start of fall schedules, KEX carries only two church accounts taking new rate classification for advertising religious institutions. One is Portland Union Bible Church and the second is Calvary Tabernacle.

Only denominational church on KEX schedule is First Church of Christ, Scientist, using Sunday night hour for regular services by remote control direct from church. Account given regular religious discount from card advertising rates, which also carry additional discounts for minimum one-year contract.

Also on KEX are weekly Sunday morning "Sunrise Services" of Portland Council of Churches and Sunday morning broadcasts by the Christian Endeavor Union. Former consists of music by choir and pipe organ with inspirational talks by Portland pastors, and latter in young people's bible class. Both broadcasts are on time donated by station and both are strictly non-denominational.

Coming within the no-pay category on schedules of both KEX and KGW are weekly religious-inspirational broadcasts by Dr. S. Farber Cadman, Dr. Harry Emerson Fosdick and Dr. Daniel Folling. These programs and others of similar type have been carried by stations for years on free time and at actual program cost to station operator.

Summarizing general policy, stations say they look upon music programs by church organizations, inspirational programs, non-denominational bible classes for young people, etc., as public service broadcast and should not be required to pay. On other hand, they classify in the pay group churches that actually advertise their own activities in competition with other churches by broadcasting for membership.

KOIN, CBS affiliated, has not broadcast religious programs for about four years but officials say fall rate would apply. KALE, sister station of KOIN, charges the regular rate to the religious organizations now using the station.

6:30 A. M. PROGRAMS

Radio Reviews Dictum That Acorns Bites Late
Nashville, Oct. 1.
Premiering today (Monday) WPM will present a one hour family party beginning at 6:30 every morning during the week except Monday, afternoon and punctually but the talent on the staff at intervals.
During the one hour show approximately 20 acts will be presented. It will be an informal affair with an hour studio audience.
A 15-piece orchestra will be conducted by J. Oliver Richt of the WPM executive staff.

\$1,000 a Game Too Much for Dixie Sponsors

Birmingham, Oct. 1.

Broadcasting of football games in the Southeastern Conference has hit a snag and it is possible that no games will be broadcast this year. The reason is that sponsors will not pay the college-subsided price of \$1,000 a game (to be divided among the schools of the conference), plus the cost of stringing wires and station time.

Colleges have been lukewarm to sponsorship. And at \$1,000 a game the lukewarm angle is mutual.

Chev on KYW Football

Chicago, Oct. 1.

Chevrolet Motor Company has signed with KYW for the Saturday football games from Oct. 6 to Nov. 24, inclusive.

Schedule includes all the home games, major or otherwise, of Chicago University and Northwestern. Jack Ryan, the "Globe Trotter" on the station and a member of the editorial staff of the Herald and Examiner, is to do the announcing.

WSAI Elbows WFBE

Cincinnati, Oct. 1.

University of Cincinnati foot all games, broadcast for past three years by WFBE, 350-watts, go this season to Crosley's WSAI. Only home games to be blasted. Mike work by Red Barber, young sports speller up from Florida, who handled contests of Crosley-owned Reds on WSAI this season.

Last year WFBE permitted Crosley's WLW, then 50,000 watts, to air the U.C.-Miami Thanksgiving Day grid battle, descriptive stuff for which was supplied by WFBE attaches.

New arrangement is a complete freeze-out for WFBE.

GRACIE BARRIE

HELD OVER

CASINO DE PARIS

Solo Direction

HERMAN BERNIE

1610 Broadway, New York

LEITH STEVENS HARMONIES

Leith Stevens Conducting a Program of Unusual Color
Thursday 8:30 P.M. WABC
COAST TO COAST NETWORK

Exclusive Management
COLUMBIA BROADCASTING SYSTEM

Tommy "Ceell" MACK COLUMBIA'S CREATIVE OMIC

WITH GEORGE LLOYD
EVERY TUESDAY
WABC 10-10:30 P.M.
COAST-TO-COAST

Management
HERMAN BERNIE
1610 Broadway, New York

GIEDSDORF SISTERS

"CHESTERFIELD"

Monday, Wednesday, Saturday,
WABC—8:30 P.M.

Guest Stars—Rory Program
Saturday, Oct. 6th
Columbia Broadcasting System

NO COMMERCIALS ON NAVY'S FOOTBALL

Baltimore, Oct. 1.

Annapolis Naval Academy has nixed the offer. WFBI unearthed an out-of-town client who wanted to sponsor five home games at Annapolis this season, but the Academy officials thumbed it because the contests are staged on government property.

Sustaining description spels are all right, however, as long as commercial copy is not read. That brought NBC into the picture, and last Saturday (25) Graham McNamee described the Navy's grid season lid-lifter with William and Mary over the blue network as a sustaining stroke.

78 Okay Booze

(Continued from page 59)

five states which permit liquor to be advertised but not sold. Those are Iowa, Arkansas, Tennessee, Kentucky and Virginia. Montana is singular in that liquor can be sold in that state but not advertised. Stations whose power runs into adjoining states not permitting liquor advertising, all add to their que that this advertising is not intended for such territories. Several stations restrict their liquor advertising to periods after 10:30 or 11 p. m.

Hereafter is the first general compilation of stations in the country accepting liquor advertisements:

ARIZONA

Phoenix: KTAR.
Tucson: KYOA.

CALIFORNIA

Los Angeles: KFI, KTM, KNN, KEEA.

Oakland: KROW.

San Diego: KPND.

COLORADO

Denver: KLN.

Pueblo: KOPF.

ILLINOIS

Chicago: WGN, WTW.

Peoria: WHDH.

Rockford: WROK.

Rock Island: WHHF.

Springfield: WGBS.

IOWA

Iowa Moines: WOC, WHO.

INDIANA

Gary: WIND.

Indianapolis: WKBF.

Terre Haute: WDWG.

KENTUCKY

Louisville: WAVE, WHAS.

LOUISIANA

New Orleans: WWL, WDSU, WMBF.

Shreveport: KTSB.

MICHIGAN

Detroit: WJR, WXYZ.

Flint: WFDF.

Grand Rapids: WOOD.

Ironwood: WKGE.

Kalamazoo: WKGO.

Marquette: WBEQ.

MINNESOTA

St. Paul: WIGY, WSTP.

MISSOURI

St. Louis: KWK, KSD.

MONTANA

Butte: KQBI.

NEW JERSEY

Jersey City: WHOM.

Newark: WOR.

Trenton: WTNI.

NEW YORK

Brooklyn: WLTH.

Buffalo: WGH, WERB, WKRW.

Tupper Lake: WHIL.

New York City: WMCA, WFAB.

NEW MEXICO

Albuquerque: KROM.

OHIO

Akron: WJW.

Cleveland: WGAI, WHK.

Columbus: WREN, WDNS, WAH.

OREGON

Portland: KWLJ, KGW, KEX.

PENNSYLVANIA

Allentown: KFBI.

Lancaster: WKJC.

Philadelphia: WCAU, WDAF.

Pittsburgh: WCAE.

Seranton: WPH.

Washington: WENB.

RHODE ISLAND

Providence: WPRO.

VERMONT

Burlington: WCAX.

Rutland: WSYR.

VIRGINIA

Charlottesville: WVEB.

Norfolk: WTAJ.

Richmond: WRVA.

WASHINGTON

Aberdeen: KNRO.

Bellingham: KVOB.

Spokane: KIQ, KGA.

Wallu Wallu: KUL.

WISCONSIN

Fond du Lac: KFIZ.

Milwaukee: WTMJ.

Lloyd Thomas to WROK

Lloyd B. Thomas has quit his job with NBC as manager of local sales to take over the operation of WROK, Rockford, Ill. Thomas' resignation became effective yesterday (Monday).

Before coming to NBC two years ago Thomas was commercial manager of the Westinghouse stations. He started with the electric as director of KDKA, Pittsburgh.

WROK, in which Thomas has bought a controlling interest, operates at 500 watts and shares time with WHIL, Sheboygan, Wis.

Ward Baking Renting Big Film House to Accommodate Grocers

Ward Baking has rented the Locust theatre as a studio for its Buddy Rogers broadcasts for four Sundays starting this week end (7). Rogers' combo is booked to stay that many weeks at the International Music Hall, local after.

Dough molders would have preferred 8,000-seater Manhattan for the events as it figured that at least that number of chairs would be required to take care of the local grocers and delicatessen shopkeepers and their families. It took the Locust as the next best house available.

LOCAL FOOTBALL HAS KJR RIGHT-OF-WAY

Seattle, Oct. 1.

A new policy on radio broadcasts of football games, designed to aid into receipts for the home school, the University of Washington, stations KOMO and KJR.

This season KOMO and KJR will refuse to relay network play-by-play of out-of-town big games when they conflict with same-day same-time performances of the local lads in this stadium. For the glory of the old school, all else is submerged.

Cox at WHAM

Chicago, Oct. 1.

Leonard Cox comes into the Columbia system office here as assistant to Holland Ingle, program department chief.

Cox was previously with the local Hanft-Meltzer agency on radio.

27 Educational Programs Start

University of Iowa's Station Out to Set Record for Non-Commercials

Iowa City, Ia., Oct. 1.

WSOI is to put on nine new programs and continue 18 others as part of the University of Iowa's effort to make the station outstanding in educational broadcasting.

Majority start this week with Community Theatre of the Air, Thursdays, 9 p.m., talent to be casts from adjacent towns; High School of the Air, Mondays and Tuesdays at 11:45 and Wednesday and Thursday at 11:30, both a.m., devoted to addresses by U' profs on class conformation work.

Magic Casements, presentation of poetry, Mondays and Fridays at 8 p.m.; the University Explorer, Mondays at 3:15. Interviewing of university executives, other innovations being the Iowa Federation of Women's clubs programs, monthly programs by state organizations; History in Review, Musical Follies, and a women's hour program. The first for Friday at 8:15 p.m., second, Wednesday at 9 p.m., and the last Monday to Friday at 10 a.m.

'Bill and Ginger' Quit WCAU Over Commish; Act Moves to New York

Philadelphia, Oct. 1.

'Bill and Ginger' program is quitting WCAU and moving to New York where henceforth it will originate from WABC. A dispute between the performers, Lynn Murray and Virginia Baker and the WCAU Artists Bureau over commissions, became acrimonious and the walk-out occurs for that reason and with the sanction of the sponsor, Mueller's Spaghetti. Program hits 11 CBS stations. Has been on air a year.

Arthur Bryan who scripts and announces the program quits the WCAU staff to accompany Bill and Ginger to Manhattan.

Tom Nobles, program director of KTHS, Hot Springs, Arkansas, married September 9 to Ina McKeohan. Alex Kierney, announcer of same station, married September 26, to Helen Sless.

Radio Leader Divorced

Syracuse, Oct. 1.

Mrs. Virginia Brummit has been granted a decree of divorce from Bruce Robert Brummit, Syracuse theatre and radio orchestra leader. In a decision of Supreme Court Justice Benn Kenyon of Auburn.

Mrs. Brummit is given custody of three children and \$12.50 alimony weekly.

Beginning Our Fifth Season on Radio

Easy Aces

WED, THURS, FRI.
8 P.M., E.S.T.
COLUMBIA NETWORK

FOR
Jad Salts

Radio Chatter

(Continued from page 44)

part, gets special permission to introduce Anna-Zucca's new composition to air audience.

When she finishes her current WICC script, Alma Dellinger will begin a romantic serial on the Bridgeport station.

Frank Ferris, Chicago, replacing Alton Hawley on WICC, Bridgeport, control staff.

Ann-Marie, Havana, who dislikes being called niece of NBC's Alois, gets steady spot on 'Merry-Go-Round' commercial show at WICC, Bridgeport.

Eunice Elmorth, back from that California holiday and returns to WICC song roster, with Dot O'Brien at the piano.

Eddie Green, pianist, moves from Bridgeport to White Plains, which kills his WICC act with Midge Byfield. Latter's Monday night spot now taken by Virginia Thompson, local Dick Powell leading lady audition winner.

Musical Research club of Bridgeport, ranked as one of country's top-notch local musical organizations, getting set for opening new WICC season.

Gus Meyers, erstwhile Poli pit maestro who left to fiddle with Barney Rapp and Don Bestor bands, back in Bridgeport as musical head man at Globe, now gone singer-show.

Westport has its own Bing Crosby. He leads the Collegians, dances ork soon due on WICC, Bridgeport, schedules with Carol Benedict doing the vocal.

Anita Kubelik, daughter of Jan and a competent violinist in her own right, starred with Lony Warlicks, Lyman, pianist, on WICC, Bridgeport.

Jimmy Cavallaro opening a violin series at WICC New Haven studios.

Marion McDermott, soprano, back on WICC, Bridgeport, with Jean Louise Lincoln, pianist and violinist, accompanying.

Jud La Hays, programmer at WICC, writes three new compositions to be interpreted by Dolores Hanford.

Nebraska

With the end of this month, 'The Jangles,' written and played (for the most part) by Jettahee Ann Hopkins for KPOR, celebrates its solid year on the air over that link five times a week.

WOW again has five remotes for its round the town dances music.

Wade Thompson comes back to the Omaha studios of KFAR-KOIL from those in Lincoln.

DeMolay Hour back on Sundays at WAAW on a set-up similar to the old one but with new talent.

Jimmie Douglas on the WAAW staff part time while he teaches music at South high.

Rumor has it that Schmuller and Mueller will break out on WOW with a big time string ensemble of local musicians.

Johnny Gillin back at his desk at WOW from the NAB convention in Cincinnati. Harry Burke held Gillin's desk in his absence.

Virginia Fluke left her position as studio pianist at WAAW to take offer with a string trio at the Desert Inn at Palm Springs, Cal.

Melodimen quartet back on the air at WOW after a summer layoff of two months. Also working in Nebraska Power show.

Lela Harper new organist for WAAW operating the Elks Club organ in place of Wilma Blyvens.

Walt Cassel the tenor in the new Nebraska Power Co. half hour which opens soon on WOW under direction of Harold Fair.

Jimmie and Eddie Dean now regulars on the WLS barn dance and members of the sustaining staff. They left WOW a month ago.

Bill Wiseman has opened up his radio page of the Bee-News with new listing of programs after the Heerst manner. World Herald following suit.

Lyle Gordon now singing with Helen Corey and Thomas Port on the Union Outfitting Co.'s daily forty-five minute show over WAAW.

Tom Chase back at the microphones at WOW after a week at the Fair with his wife.

Pennsylvania

Powers Gouraud has resumed his WCAU Monday eve theatre reviews with Leonard Blumberg on the sidelines.

Pete Woolery opens at the N. Y. Park Central Tie Toe room next week. Woolery will commute to WCAU for two shows a week.

Jerry Crowley's WIP Front Page news show, introduced Earl Hammond, Alaska explorer, on the eve of the Nomo fire last week. Hammond gave a vivid description of the last Nomo fire 40 years ago.

Arthur Bryan's Taxi Meter London sketch gets a 2:45 spot via WCAU on Thursdays.

The WRAX announcers are termed the Four Horsemen of the

local air. Geo. Gerharti (German), Ralph Borelli (Italian), Oscar Cohen (Jewish) and Stan Moderski (Polish) are the quartet.

Joe Brown, WPEP producer, uses the Brown-De Rose title, 'Sweethearts of the Air,' for his new WPEP program.

WCAU is building a new m.c. in Bill Gallagher.

The Warwick Sisters trio are booked into the Stanton Club, doubling between air programs.

Lynn Willis, WIP production chief, tied the knot as predicted three weeks ago. Murray Arnold rumored to follow.

Helen Gray, WFI public relations head, is back in town from the country, settling at the Drake.

Jan Savitt's WCAU house band

made its first Victor record last week with 'You're Haunting Me.'

Powers Gouraud's (WCAU) ten-minute-before-midnight legit reviews is receiving competition from Ruth Ray via WIP immediately after at twelve, while Helen Gray uses WFI for review the day following each opening. With the same action now on WING, Philadelphia listeners get plenty of dramatic comment.

Ted Husling and Lou Kaufman, Sun-Tele's globe-trotter, fed CBS with play-by-play account of Duquesne-West Virginia game at Forbes Field last week.

Carolyn Grey returns to WCAU, Pittsburgh, as staff pianist. She succeeds Gene Llewellyn, who has gone to WINX New York, with her husband, Howard Price, the tenor.

June Yurkin, Pittsburgh gal who got her start at WWJW, has landed on the network with Will Rogers Gulf program.

Al and Pete have had their option renewed by KDKA, Pittsburgh, until first of the year.

North Carolina

Crazy Tennessee Ramblers, attraction over WBT, Charlotte, N. C., on the Crazy Crystals program, played the Cleveland County courthouse at Shelby, N. C. last week, with 'Deacon Jawson' delivering his sermon as an added attraction. Harold D. (Old Wayside) Brown, who conducts a period over WBT.

(Continued on Page 73)

MAL HALLETT AND HIS ORCHESTRA

WITH

MISS TEDDY GRACE

FRANKIE (Smiling) CARLE

JOE CABANERO

CLARK YOCUM

HEADLINING THIS WEEK
(SEPT. 28)

RKO PALACE, NEW YORK



VAUDEVILLE DIRECTION

PHIL BLOOM

ROCKWELL-O'KEEFE, INC.—RKO BLDG.
NEW YORK

PERSONAL REPRESENTATIVE

CHARLES SHRIBMAN

LITTLE BLDG., BOSTON, MASS.



KATE
SMITH

wabe

columbia
broadcasting
system . . .

wednesday
3-4 P. M.
thursday
8-8:30 P. M.
c.d.s.t.

coast-to-coast

Management
TED COLLINS

Involved Matter of 'Merry Widow'

Canadian Stations, Public Domain, New Lyrics, M-G-M Publicity Figure

Frank Lehara's 'The Merry Widow' score is in the public domain in the United States but not so in Canada nor elsewhere in the civilized world where Chappell & Co. of London and New York, music publishers, claim copyright ownership and are licensees of public performing rights. With Metro having produced 'Merry Widow', Lorena Hart wrote new lyrics for the screen version which are copyrighted by Robbins Music Corp., Metro's music pub subsidiary. Whereby hangs an involved squabble which is now in respective lawyers' hands for possible litigation.

It came to a head on last Thursday night's broadcast by the Paul Whiteman-Kraft Phenix program on an NBC network of U. S. and Canadian stations broadcasting a tabloidization of 'Merry Widow'. Kraft offered Maurice Chevalier \$1,000 originally to re-creates for the air the songs he does in the Metro film version with Jeanette MacDonald and might have gotten Chevalier (because of the plug for the film) but for NBC's refusal to become involved in any possible litigation.

Instead Donald Brian, who has sung in many 'Merry Widow' revivals as well as the original, along with Helen Jepson of the Whiteman band corps, did 'Widow' on the air, but used the Chappell version and none of the new Lorena Hart-Metro-Robbins lyrics, for fear of legal complications. This was the result of NBC's embargo on the issue since many Canadian stations are tied in on the NBC hookup and it would legal trouble unnecessarily according to the radio people.

Chappell & Co. by virtue of the new edition copyrighted in 1907, has until 1936 under its U. S. copyright protection of 28 years, and Chappell's lawyers notified Metro-Robbins accordingly. Latter takes the position that it's just a copyrighted

arrangement and that the 'small rights' for which NBC pays Chappell a royalty anyway, for public rendition, amply covers the situation.

Public Domain

Chappell is proceeding, however, on the issue of unfair competition even though the original from the German is held to be in the public domain so far as the U. S. is concerned.

Metro foresees possible future litigation on release of 'Merry Widow' abroad and may make necessary legal arrangements for royalty, etc., but Robbins feels it may fight the matter regardless.

The Henry W. Savage estate also figures in the clearing up of these small rights as Savage produced 'Widow' originally in America. Irving Thalberg for Metro is amenable to making arrangements to clear all the technical issues.

But meantime J. Walter Thompson agency's radio department was adamant against Whiteman doing the Metro-Robbins version of 'Widow', stating first that its plugging Kraft Phenix's Miracle Whip production.

(Continued on page 33)

BALTO MAYFAIR UNDEVELOPED

Baltimore, Oct. 1. Mayfair Gardens, big bierstube, which after nice summer's business decided to close down Nov. 1. At present it's a toss-up whether spot will revert to its orig status, for hockey rink, or narrow down quarters and aim to get into the intimate-nitery swim.

Place accommodates 1,400 in present layout. Till slated shrouding date, weekly change of acts and fortnite switch in bands policy continues.

Carlos Molina orchestra goes into the Miami Baltimore Jan. 1.

New Paradise Show

Maurice Kusell is putting on the new show at the Paradise, New York, in conjunction with Sunny Skipt and Ned Washington. Place is installing revolving stage equipment and will make other changes preparatory to opening the new show Friday (5).

Show will feature Will Osborne and orchestra, with Sally Rand joining later on when the Chi fair is over. Trio of Eddie Jackson, Val Irving and Billy Reed will be held over.

\$200,000 MELON TO PUBLISHERS

Plum of over \$200,000 is due to be split up among music men as a result of the settlement of the old foreign synchronization rights agreement with ERPI. Negotiations looking to a settlement at this figure are fast approaching a conclusion. Payoff has been hanging fire since Sept. 5, 1932, when the three-year agreement, which gave ERPI worldwide authority to collect film music fees for American copyright owners, expired.

Discussions on the settlement have had the copyright owners represented by the Music Publishers Protective Association. Indications are that another foreign agreement will not be entered into with ERPI. American publishers prefer, as they have been doing the past two years, to deal direct with the picture producers.

Balto Bars Opens

Baltimore, Oct. 1. Lord Balto hotel unveils its new nitery, the Barn, tonight (1). Opening orchestral crew, 'Weepy' Hall's aggregation, pencilled in for six weeks with options on winter.

Acts will be changed weekly, each bill budgeted at around \$225. Opening week's layout embraces Nadine & Glenda, Genev Tie and Marie Russell.

Feist Claims \$100,000 Loss on Nacio Brown in Suit Against Robbins-Metro

The past week's open season for tin pan alley suits seen, still another in the several intra-industry squabbles over songs and song copyrights. It involves Leo Feist, Inc., versus Robbins Music Corp. The services of Nacio Herb Brown, now a Metro-Goldwyn-Mayer staff tunesmith and publishing via Robbins, is the basis of the demands by Gilbert and Gilbert, for Feist, on the Robbins and Metro firms.

In the yet-to-be-released Metro film, 'Student Tour' is the song, 'There's a New Moon Over My Shoulder', authored by Brown and Arthur Freed. This song, Feist alleges, is a rewrite on a former Brown tune which Feist owned originally and was at one time titled 'Since I've Been Knowing You,' and later labeled 'Moon on the Nile.' Under the title of 'Knowing You,' Brown and Richard A. Whiting did it for a Broadway musical, 'Humpty Dumpty,' and Harms was to have published it as part of the 'Humpty' score, by arrangement with Feist. But Harms never did, and sent it back to Feist.

As 'Moon on the Nile,' the same tune was to have been incorporated in a Metro-Novarro film but, instead, another song, 'Love Songs of the Nile,' went in, and thus again the tune was unpublished.

It develops—and this isn't generally known to the industry—that in exploiting Nacio Herb Brown, Leo Feist, Inc., allegedly lost \$100,000 or thereabouts on the tunesmith, or so it now sets forth. It was because of this understanding, all of Brown's songs (while necessarily published in America by Robbins, owing to the MGM film hookup) are in turn ceded to Feist for publication abroad by Feist's own music pub agents, and not Robbins'. Also, Robbins must turn monies due Brown over to Feist first, and that firm makes its own financial arrangements for distribution of these royalties with Metro. This dates back to Nacio

Herb Brown, Inc., a music pub sub., said which Feist financed.

Now that Metro's 'Student Tour' finally used Brown's tune under its present title of 'There's a New Moon Over My Shoulder,' Feist avers that's an infringement on its property and now wishes to publish Brown's song under its No. 1 title, 'Moon on the Nile.'

Robbins and Metro want to know what difference does it make, since Feist gets the royalties due Brown either way, whether Feist or Robbins publishes it, and under which title, but Feist feels it has a good commercial chance with the 'Moon on Nile' title and song idea right now. There the matter rests, with the lawyers still debating. J. T. Abeles acts for Robbins and Metro.

Cabaret Notes

Frances Maddux opens at Le Hui-jou, N. Y., Oct. 11; Mickey Albert, Catherine Rand and Enrica and Novella, Roosevelt hotel, New Orleans, Oct. 1; Mark Plant, Arendia, Philadelphia, Oct. 2, all set by Lew Irwin.

Maison Laflite, N. Y., opens Oct. 4 with show including Irene Burdett and Max Dolin's orchestra. Has an NBC wire.

Lilyan Jordan featured in new show at El Torredor, N. Y.

Leon Navara's orchestra set for Edison hotel, N. Y., starting middle of this month. Roscoe Atax daughter Dorothy sings with the band.

Jack (Nutsy) Fagan this week started his eighth consecutive season at the Nut Club in the Village.

Ray Stillwell's Hollywood orchestra, with Jacqueline Dexter as singer, playing the Club Palorama in Schenectady and broadcasting over WGY.

Jack Hylton

wishes to acknowledge with thanks the hearty welcome accorded him by his American friends and colleagues in the States

Columbia Phono. Offers Publishers 50c On \$1; Asks Preservation of Company

Music publishers are being asked by the present owners of the Columbia Phonograph Company to accept a 50c on the dollar settlement of the royalty obligations due them from the recording firm. Letter covering this offer has been addressed to the publishing trade by John C. Paine, chairman of the Music Publishers' Protective Association.

Paine's communication came as a sequel to a conference he held last Friday (30) with M. E. Siegel, president of the American Record Company and spokesman for Horchut Fain's disinterested. Siegel advised Paine that Columbia was insolvent, but that rather than put the concern through the bankruptcy or receivership wringer the people he represented would prefer to salvage it by way of the settlement route.

Siegel proposed that the publishers accept the 50% proposition so that the company could continue operating as a separate entity. If the owners, said Siegel, are able to make a satisfactory settlement with the creditors they will put additional working capital into the venture and undertake to preserve the Columbia trademark. He averred that the company's auditors were at work on a report showing the aggregate amount owing to publishers. Columbia Phonograph Company was acquired earlier in the year from the Grigsby-Granov company of Chicago through the Shero Company. Original understanding had been that Edward Lewis of British Decca would be a 50% partner in the purchase. When this arrangement fell through Lewis proceeded to organize his own company in this country.

London Publishers Want Songs Played More on the Radio

London, Sept. 21. Music publishers here claim real hindrance to sales of songs just coming into popularity is caused by the attitude adopted by local band leaders, by refusing to continue the broadcasting of any song after it has been played three or four times on the air. Difference between local and American broadcasting is that whereas in America a song might be heard on the air some 50 times, or even more, by at least as many bands, during one day, here only two bands broadcast daily. Those are Henry Hall, the B.B.C. band, and one outside aggregation. A meeting was held by the Music Publishers' Association, and it was suggested a representation be made to B.B.C. to help to stimulate the popularity of songs. But it transpired that certain B.B.C. officials are against meeting the music publishers' representatives until the publishers have become agreed among themselves. At present there is plenty of friction in the camp.

PARÉE RETURNS ROSE'S SCENERY AND COSTUMES

With the review suit papers all drawn up and the suitiffs' hand for service, the Casino de Paré management last week returned Billy Rose's costumes, scenery and other physical production property. The lyrics, song material and other script stuff remains with the Casino for their use, as the review of that would impair Rose's litigation chances against the Casino.

Rose has three suits pending pending versus the C. de P. and the Billy Rose Music Hall, Inc., for back salary, royalties, etc.

With the Casino returning Rose's physical production, it substituted its own scenery and costumes. As records the Music Hall, the corporation, owns all of that production inventory, Rose having merely put on the show.

Jack Ritzhey and his Blue Ridge Mountaineers are featured in the show at the Casino, on the Black Mountain highway, near Asheville, N. C. Vic Robinson band providing the dance music.

Busse Band, Crawford Platterize for Decca Disc

Chicago, Oct. 1. Henry Busse band moves over from Columbia phonograph to the new Decca outfit. Platterizing four sides for the first release. Also going on for Decca is Jesse Crawford. Organist made four sides last week, the recording being piped over from the Columbia broadcasting studios, since the Decca office has no organ of its own here.

Band Bookers Jam Up Dates With Confictions

Canton, O., Oct. 1. Unless New York bookers pause occasionally to familiarize themselves with territories, they will find it difficult to interest ballroom operators and name band promoters in eastern Ohio in using their attractions.

Little Jack Little's orchestra was contracted at Akron, O., for Saturday (29) and the following day at Canton, just 19 miles away. Both ballrooms draw from practically the same towns in the area. The Akron spot does not operate Sundays, but Canton does. Engagement of the band at Akron on Saturday was alleged to have deprived the Canton ballroom of much expected patronage for the Sunday engagement.

Upon learning the band was playing Akron a day prior to the Canton stand, operators of the latter ballroom slashed the admission to 40c, a new low for name bands here, although faced with a \$750 out for the band in addition to the exploitation costs.

Little and his band played all through the territory at \$1 minimum, doing good business until it reached these two spots, when business here, due to the wide margin in admission, majority of dance patrons being skeptical and doubting that it was the original band at such a low admission.

Suit Vs. Houston Niter On Alleged Gambling

Houston, Oct. 1. An injunction to restrain the operation of an alleged gambling house at the Grove, de luxe night spot near here formerly known as the Loma Linda, was filed in District Court in this city on Friday (29). Hearing is set for Oct. 3. Defendants named are Tom Ellis, Edgar Paine, Bob Blanchard, Bob McKnight, and Leon Lewis. Petition was filed by R. Williams, a resident of Harris county. Dell Coon's orchestra and a floor show of seven acts are currently at the Grove.

Boost Wolfe Gilbert For Soc. Board Job

Hollywood, Oct. 1. Eponosing the cause of L. Wolfe Gilbert as a writer-member of the ASCAP board of directors, more than a dozen song writers have petitioned Gene Buck, ASCAP prez, to consider their candidate. Stumpers claim their man is a natural for the spot on account of his background and first-hand acquaintance with the problems besetting the group.

Ohio Perform. Suit

Warren, O., Oct. 1. A bill of complaint in equity, filed this week in Federal court, Cleveland, brought 'Champagne Waltz' to the attention of authorities. The complainant, Famous Music Corp., of New York, charged that its song by that title had been played by an orchestra without the corporation's consent in the Elite cafe here, at the instance of John Vlahos, proprietor. An injunction and \$250 was asked.

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation of the songs most played on the major networks last week, in relative standing, according to the number of combined plays on WEA, WJZ and WABC.

- 1 Saw Stars
- 2 Cigarettes in Dark
- 3 I'll Gaze My Eyes
- 4 Love in Bloom
- 5 Lost in Fog
- 6 Love in Eyes
- 7 Be Still, My Heart
- 8 Give Me Heart to Sing To
- 9 I'm Lonesome, Caroline
- 10 Out in Cold Again
- 11 Pardon Southern Accent
- 12 You're a Builder
- 13 For All We Know
- 14 Isn't It a Shame
- 15 Very Thought of You
- 16 New Moon Over Shoulder
- 17 He Cha Cha
- 18 I'm in Love
- 19 Moon Glow
- 20 One Mile of Love
- 21 Moon Was Yellow
- 22 Don't Let It Bother You
- 23 It's All Forgotten Now
- 24 Learning
- 25 Sweetie Pie
- 26 The Press
- 27 Then I'll Be Tired
- 28 The Continental
- 29 Fun to Be Fooled
- 30 Here Comes Little Dream
- 31 They Didn't Believe Me

ASCAP WILL PAY OFF ON NO. OF PLUGS

New system of classification is being developed by the publishers' faction on the directorate of the American Society of Composers, Authors and Publishers. Under the new method of rating the publishers the number of network plugs received is due to play an important part in determining the share of the royalties for each point. Through the revised system a publisher will be paid off according to the number of performances points, so that in the final split-up a Class B member stands a chance of collecting more than a member in Class A standing.

Discussion of the new system took up a major part of last Thursday's (27) board meeting. Directors hope to complete the thing by this Wednesday (3) so that it can be applied to the divvy for the July-September period.

Capano Back in Biz

Frank Capano has gone back to the music publishing business in Philadelphia. He's been out of the trade since a year ago last March. Capano has started off his new venture with 'Are You Lonesome and Blue,' 'I'll Find You' and 'Who's Got a Date With the Man in the Moon.'

DISK REVIEWS

By Abel Green

Paul Whiteman
A classic in contemporary ultra-lighting by Whiteman's concert orchestra. It's a 12-inch Victor 3511, coupling Mal Melneck-Frank Signorelli's 'Park Avenue Fantasy' with Felix de Rose's 'Deep Purple.' Both are in the jazz den's best idiom, first sponsored and introduced by the maestro on the air, and now consummately recorded.

Abel Lyman
Lynard has been so tied up with radio, etc., it's been off the way for some time. Brunswick 455 offers two highly-danceable favorites, 'Pop Goes Your Heart' and 'I'm in Love.' Former is a picture hit, Louis Rapp and Phil Neely interpret the vocals and Lyman's vocal crispness of diction does the rest for the straight-on-the-beat oddity.

Bowling Sisters
Harmonies by the Bowwies (5) Chicago Lonesome Road and 'Glad

N. Y. Song Pluggers Form Fraternity; 175 Charter Members Elect Heads

Girl Singer Quits Band; Has to Finish School

Akron, O., Oct. 1. Station WABC lost Georgene Gordon, who skipped East to become blues singer with the Orin Kauman orchestra.

She replaces Irene King with the latter organization. Miss King returns to Akron to resume her classroom work at high school.

Payroll Writers Call Pubs' Film Policy Unfair

Growing practice among major publishers of bidding for screen attention with manuscripts turned out by contract writers has developed a kickback from the latter element. Although they admit that there's nothing they can do about it legally, these writers contend that the policy is unfair in that it deprives them of the possibility of making a writing deal with the picture studios.

Complaining word and note confecters are those who are under a weekly salary to the publishers. In offering a producer some manuscripts off the shelf the publisher, say the writers, is primarily interested in the plugs he will derive for his wares. There is also a synchronization stipend, averaging \$150, of which the writer gets a third.

Writers carried on the publishers' payrolls declare that they are being taken advantage of, since in signing up at nominal figures they had not considered the contingency of having their works turned over practically gratis to picture studios. Several of the writers affected by this tendency among publishers have appealed to counsel for the Songwriters' Protective Association to find a way out of the dilemma for them.

ROBBINS CANALING

Jack Robbins sails Saturday (4) via the Canal on his recuperative trip to the Coast. May return the same way just to extend the rest cure.

Infected tonsils started a general state of debility which hospitalized the music publisher for several weeks.

SACHS IN BHAM NITER

Birmingham, Oct. 1. Pickwick Club, Birmingham's first exclusive nightery, closed for the summer, has reopened.

Coleman Sachs orchestra has returned to Birmingham from a summer on the golf coast and is providing the music.

Organization of the music publishers' contact men into a benevolent and social affair was completed at a meeting held last Saturday (29). Society is incorporating itself as Professional Music Men, Inc., and is starting off with a membership of 175 men.

Last Saturday's meeting elected Jules Von Thier prez. Other officers picked at the same gathering were Rocco Vocce, first v.p.; Leo Lewin, second v.p.; Joe Santly, third v.p.; Benny Bloom, treasurer; Mickey Adde, secretary, and Johnny Green, sergeant-at-arms. Jenie Tapp was appointed chairman of the entertainment committee and the following, like the officers, were elected to the directorate for a term of three months: Leo Jacobs, Jack Richmond, Sammy Smith, Jack Giorgio, Leo Lewin, Paul Jones, Bernard Pollock, Jules Von Thier, Addy Britt, Ralph Smithman and Victor Selman.

Speakers at the meeting emphasized the fact that the P.M.M. was being organized as a fraternal proposition and that it had no trade union implications. Ruben Cudlin was named counsel and the second get-together set for Oct. 11.

Idea of organizing a benevolent society was proposed to the professional contactees by Renee Runge earlier in the year. When the thing started, several other than benevolent channels Russell bowed out.

Performing Rights Societies Dropped From Music Code

Excluded from the provisions of the music publishers' code as finally set are performing rights societies. Document is currently undergoing the scrutiny of the higher N.I.A. authorities preliminary to the submission to President Roosevelt for signature.

John G. Paine, chairman of the Music Publishers Association, has been advised by P. A. Murland, new deputy administrator for the publishing industries, that a copy of the final covenant will be in his hands by the middle of this week.

Clause affecting performing rights organizations was removed after protest from the Society of European Authors & Composers and Oswald P. Schuette, representing the National Association of Broadcasters.

SOC. SUIT DEFENDANTS ASK FOR EXTENSION

All defendants in the Government's ASCAP anti-trust suit are petitioning the New York Federal Court for an extension of time in which to file their answers to the complaint. Granting of the motion will mean that the answering papers won't have to be in before the end of October.

Nathan Burkan is doing the petitioning for the defendant group in the American Society of Composers, Authors & Publishers, while Francis Gilbert is representing the Music Publishers' Protective Association.

Becker's Long Day

Baltimore, Oct. 1. Lou Becker, local handmaster, is by way of becoming, according to Balto standards, the busiest musician this burg boasts.

Becker opens his own niter, Penthouse, Wednesday (3), where he will double as orchestra leader. Then he and ark will double into a loop early during the day.

WM. DAVID INJURED

Trenton, Oct. 1. As the result of a collision on the Brunswick pike near Trenton in which he suffered contusions of the face and head, William David, 32, New York colored night club entertainer, is being held at McKinley hospital here under observation. Rocco Mackey, chauffeur of Philadelphia, driver of the car, occupied an adjacent

(Continued on page 67)

Bainbridge Lifts Minne. Floor Show Ban, but Only a Couple of Inches

Minneapolis, Oct. 1.

According to an avalanche of protests from owners of the establishments and rejoining a trifle in his determination to stop all entertainment in night clubs, excepting orchestra music and singing, A. G. Bainbridge, showman-mayor who has turned reformer, has lifted the lid a few inches.

Under the modification, acrobats, jugglers and "refined" dancing—providing that the dancers are properly clad—are permitted to perform in the night clubs. Accordingly, the leading nightclubs still are presenting floor shows, but sans fan dancers, sensually-clad chorus girls and singing waiters and waitresses.

The Minneapolis Rally Bands, to whom the mayor administered such a complete fanning, are permanently out, the chief executive, a theatre man all his life until he became mayor, has made plain. More than 10 local night clubs had been featuring the feather wielders.

The order also stands prohibiting performers from working among tables and spectators, near-nudity on performers' part, doubling by waiters or waitresses as entertainers and torso twisting and hip swinging.

Moral squad officers are keeping an eye peeled on the niterite. The mayor said he was prompted to act by complaints regarding increasing daring by entertainers in the matter of undress and raucous in dancing. Dancing by patrons is still permissible.

HYLTON TAKES OVER TWO ACTS

Jack Hylton, English band leader, called back Saturday (30) for London, taking over with him two American acts, the 4 Ink Spots (colored) and the 3 Gay Lords (female trio, whom he caught in hideaway joints around N. Y. a couple of days before sailing. This necessitated some high pressure passport and passage booking but they got away okay with Hylton in time.

English maestro wanted the 6 Spirits of Rhythm from the Onyx Club but they're committed to some Interscope Decca recordings this winter which, their own managers figure, will increase their potential value for foreign bookings. Hence Hylton's compromise on the Ink Spots quartet.

Both acts almost missed sailing time, getting over the gangplank with less than 10 minutes to spare. Of the colored quartet, two were on time, the other two arriving five minutes before the 11 a.m. sailing time Saturday morning.

J. Fred Coots and Harvey Olliepe got together in Chi last week to punch out a new tune labeled 'You'll Grow More Lovely as the Years Go By.' Milton Well will publish.

Crystal ballroom of the Hendrick Hudson Hotel in Troy, N. Y., opened for the fall-winter season with Ray Nichols' orchestra. Has a WGY wire.

ASCAP APPEALS

Different Factions Chase Members for Classification

Membership of the American Society of Composers, Authors & Publishers has elected its board of appeal, but the selections won't become official until the directorate get around to certifying them. Bidding for separate writer and publisher categories to sit in judgment on classification appeals started over six months ago.

Amendment to the ASCAP by-laws which covers the appellate board idea provides for the election of nine writers and six publishers. Writer and publisher members dissatisfied with the treatment received from the regular classification committee will be in a position, according to the amendment, to take their complaints to their respective courts of appeal.

Among those named to the writers appeal board are Joe Burke, Benne Russell and Ray Henderson.

Radio Reports

(Continued from page 52)

too. Second and closing plug is offer of free booklet suggesting Mexican menus.

Talent with one exception is Mexican. Martinez's natural accent is pleasing. Introduces numbers and explains in English their meaning in the Mexican scene. He gets laughs through his twisted pronunciation of English terms and words used in the explanation. Typical Mexican orchestra dishes out native music. This is interspersed by songs from Dolores, a soprano, who is Maria Natalia Garcia, and the caballeros, two members of the band.

Hits the air weekly and draws plenty listener response from wide area since three of the Texas stations chorise at \$2,000 a week. WQZ carried this one for some years with straight music and announcements. This got monotonous and the club idea was advanced. Station then tried altering the old and the new program idea leaving it to listeners to determine future policy with the nicely paced club idea winning by a large margin. The regional chain picked it up after the switch-over.

Music Notes

Walter Donaldson and Gus Kahn will do the tunes for Metro's 'Forking All Others.'

Charley Boulangier's orchestra playing aboard The Paradise, Troy, which has an aerial outfit via WGT, Schenectady.

Charles Pailey orchestra in Zel-Ha, New York, with Lois Ravel, Nadine Wayne and George Clifford continuing in the show.

Ken Macomber has joined RCA Victor as general musical director. He comes from logit.

Jack Mills is tending the midwest with Chicago and Cincinnati included in the territory.

Harvey Tobias and Niel Moret sold 'Just Past' to Radio as theme for 'Wednesday's Child.'

Jacques Kern, who originally wrote two songs for Warners' version of 'Sweet Adeline,' has been spotted for a third number.

Bill Wiemann, general manager Marks Music Corp., on the Coast from New York.

Charles Reader and a Meyer Davis unit opened at the Coronado, St. Louis, Sept. 26.

Xavier Cugat arrived Friday (21) from Europe, where he spent most of the summer on concert tour with his wife, Carmen Castilla.

Shirley Nell's girl orchestra, now at Houlihan's Ambassador, on the Albany-Troy road.

Manfred Gotthelf orchestra opens shortly at the new Monte Cristo cafe on the gold coast, Chi.

NOW 'HILLBILLY PLANOS' (GUITARS) SWAMP UKES

Influence of the hillbilly acts in radio is reflected in a move suggested by John G. Palma, chairman of the Music Publishers Protective Association, to the publishing industry.

In a letter addressed to the MPPA membership last week, Palma pointed out that the guitar has replaced the ukulele to the point where there is one uke in use to every 100 'hillbilly pianos.'

Palma states that it is his opinion that the uke chord marking currently carried on sheet music should be replaced with guitar accompaniment.

Palma's letter added that according to info he has collected there are over 2,000,000 guitars privately owned in the United States, while the number of ukies in use is comparatively insignificant.

DECCA DISKS DEBUT OCT. 15 AT 35c

With Decca slated to debut on the counters at 35c per 10-inch platter around Oct. 15, both Brunswick and Victor have decided on a policy of watchful waiting. Neither Brunswick nor Victor intends for the time being to meet Decca's competition with a general slashing of the price lists. Victor will stand pat as far as its 75c library is concerned, while the only price changes contemplated by Brunswick (American Record) involve those artists and bands that have left the latter catalog for Decca.

Decca, which has over 200 platters ready for release, will retail the 10-inch stencil for 35c (3 for \$1), and the 12-inch disc for 55c. Profit allowed the dealer in either case will amount to 40%, or from 12c to 14c per record. The 75c disc brings these same retailers a profit margin of between 30c and 35c.

Among the names Decca will make available on its initial list are Crosby, Lombardo, Casa Loma, Ted Lewis, Mills Bros., Ethel Waters, Isham Jones, Gershwin, Jane Froman, Everett Marshall and Arthur Tracy (Street Singer).

Decca has not said a budget of \$50,000 for an advertising campaign in 35 newspapers. As part of the hillbilly it may use a cross-country radio hook-up with the program composed of Bing Crosby, Mills Bros., Howells Sisters, Casa Loma band and other names allied with the Decca list.

Examination of the American Society of Composers, Authors and Publishers in Harry Fox's suit for an accounting, injunction and damages, arising from dissatisfaction over his Society classification, has been going on quietly in the chambers of the ASCAP's office in the Paramount theatre building. All facts on income, disbursements, modes operandi, etc., are being given J. T. Abene, counsel for Fox. Louis Froelich of Nathan Burkan's office has been representing the Society. Previews between counsel is that no publicity on the general information on the Society's finances and operations be made public for the present at least.

It's always the tourist who knows more about a town's hotcha high spots, and Jack Hylton has been paralyzing some of the native New Yorkers by showing 'em little known Harlem and midtown haunts. Hylton, a London visitor, took his Broadway-reared friends, Black and Sully, to two new Harlem joints and two midtown spots that the team, born in N. Y., didn't know about. Hylton, in seeing all there's to see in new jamjoints, etc., has been digging up a flock of novel hideaways. He returned to London Saturday (28).

Ray Noble, while hoping to get some special dispensation from the American Federation of Musicians for some U. S. engagements, had been most discreetly gumshoeing around Broadway under F. C. (Cork) O'Keefe's guidance. Noble's kept very much under cover to the press, et al., until knowing how much he can say without jeopardizing what-over slim chances existed for his U. S. prospects.

Canadian Music Sales Corp., Ltd., no longer handles Robbins' catalog in the Dominion, the American music pub selling to the trade generally.

Canadian Music Sales heretofore had the reprint rights to Robbins' (among other) catalogs for distribution across the border.

Will Osborne into the Paradise on Broadway Oct. 5 for the winter. When Rudy Vallee returns to the Hollywood in November it may mean the old Calumet-Vallee feud.

Hotel Roosevelt, N.Y.

A floor show and a nite club atmosphere in a conservative, east side hotel like the Roosevelt is the new trend in hostelry nite life, and a direct evolution of repeal.

The grill where Bernie Lombardo, et al., started and became famous, and which relied heretofore solely on its hoof music appeal, is now a completely done-over interior with a huge bar at one end, in the cabaret manner, and a \$30,000 investment for the redecoration.

With it Jack Pomeroy has a line of eight girls who hotcha in a refined manner in keeping with this intermediary class hotel's atmosphere, but somehow it's all a wrong idea.

Del Campo and his orchestra discloses an unusually versatile bandleader who not only yields the stick but warbles (he's essentially a singer) and also m.c.'s rumbas and tangos. A native Venezuelan, he comes naturally by the Latin repertoire he performs with Sarita, which, in view of his versatility, would just about do for the spot.

Sarita is a swells brunet looker who handles her specialty dances affably and with dispatch, and who could suffice working with Del Campo. Later he aims a male looker with screen possibilities, especially considering his multiple talents.

There's also a Texan femme trio, Del, Kay and Kim, a billing that's as-you-like-it. Could be improved. The octet does its concerted numbers in orthodox unimpaired manner.

Dinner \$0.50; \$1 and \$3 suverer after 10 p.m.; drinks \$0.75c. The Roosevelt will do his, but Del Campo will promote most of the night, less of the other theatrical appearances.

Abel.

COQ ROUGE, N.Y.

This East 58th street room holds nothing special save an undoubted charm of atmosphere and intimacy which already has made it a talked about spot in the nicer metropolitan night life.

It's the new trend in nocturnal rendezvous. Not a hideaway, but a spot that can be made a retreat by the more sophisticated and who are tossed around in the big hotel rooms, cabaret-theatres, casinos and the like.

It's on two floors with the roomy bar designed for convenient gunning and with a larger dining interior just off it. A trio of male colored entertainers, best turned-out Bond street tailoring done its stuff too for edification of both rooms. But upstairs is the spot, with a shrewdly lit interior, lounge-type seats and an even more intimate atmosphere.

The band or the trio or the others don't matter as much as the attraction of the room, and that's simple in metropolitan night life.

Abel.

LE BIJOU, N. Y.

Just off Fifth avenue on East 58th, Louis Cantone, yet nite life entrepreneur, has a nifty little spot with a bar in the office that does even more business than the Bijou room proper. Cantone Layerman in the m.c. and co-host with Cantone. In the bar is Jimmy Rodgers, for-

merly at the Lombardy and later with Whiteman, tirelessly giving out endless pianokeys as inducement to the drink imbibing.

In the cafe proper Morton Ikenia and a highly danceable quintet does tricks for the hoosers who evidence anew that the big dance bands, mostly, lose something when going over nine pieces. This quintet has plenty of rhythm out of its instruments. The Dennis Jewers is a clever integral trio within the combo. Dennis has been around in the smarter Long Island and Westchester spots and has a following.

There are also Elise Leed and Peter Marshall, ballroom dancers who, while no Vernon Castle, have a freshness and charm and impress most on their unprofessional manner. They suggest being just out of some co-ed university and for the modesty of this class spot they're adequate.

Abel.

MERRY GO ROUND

(AKRON)

After a summer of fine and dance policy, Tony Marino's Merry Go Round sees niterite of the rubber city, held its fall opening this week, marked by the return of the big dance show. Spot has been dolled up throughout with additional capacity and new appointments.

Ange Lombardo's band, which held top at the spot most of last winter, has replaced Billie Fowler's Continental, septa combo, which played for dancing here all summer. Lombardo has 10 men on the stand and is putting out music.

Floor show will be changed weekly. Current bill is headed by the six Margie Dunn Girls. They dance well and wear plenty of flashy wardrobe. Suzanne and Bloss, quip dance team, execute some new steps, while Maude Grinnel, acrobatic dancer, holds down her spot in great shape. There are two other unbilled trios. Billie is three times nightly, with the best response filling in after midnight.

For the opening night the spot offered a steak dinner at \$1. There is a cocktail hour daily from 4 to 6 p.m., with all cocktails priced at two bits. The revolving bar, only one in these parts, still attracts a capacity crowd. The thing about Policy is no cover charge, but an 'entertainment charge' of 40c a person was on for the premiere.

After 9 p.m. each week there is a 25c 'entertainment charge' and on Saturdays and holidays this is upped to 40c. There is no extra charge Sundays.

Band starts a half hour nightly over WJW, Akron.

Abel.

Governor Clinton, N. Y.

New York, Sept. 28. Grill type of establishment underneath this hostelry, one that draws a strong transient trade, is known as the Bullroom Room and is decorated tastefully to carry out that idea; indoor rubber-gym are all over the place. The Room is of grand size, with a commodious floor for dancing and the entertainment that's offered, while the seating arrangement is both novel and un-crowded.

Anthony Trini, the romantic fiddler, as billed, heads the orchestra here on the fall opening. He's been down to the Bullroom Room at the Nut Club, and brings a little further uptown a musical outfit that seems to fill the bill adequately and well. Trini, who, both on the violin and vocally.

Show includes a dance team, Tino de Lima; Ross MacLennan, master of ceremonies; and Lillian Doherty, soprano. De Lima is a troupe of whirlwind adagio and novelty dancers that spells advancement. They do a dance mechanique which is reminiscent of Von Grom, as well as a novelty number in a portion of which the girl simulates walking on a wire. A Spanish routine also included, well executed.

MacLennan sings pop numbers at one point, putting them over effectively. He has a stronger voice than most m.c.'s possess.

Food and drinks are reasonably good. A couple can get out for a meal easily. It's not too thirsty and hungry. Very courteous service.

Chap.

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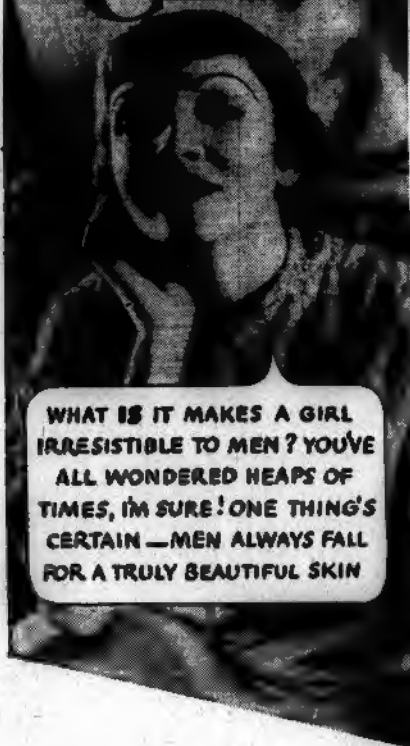
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